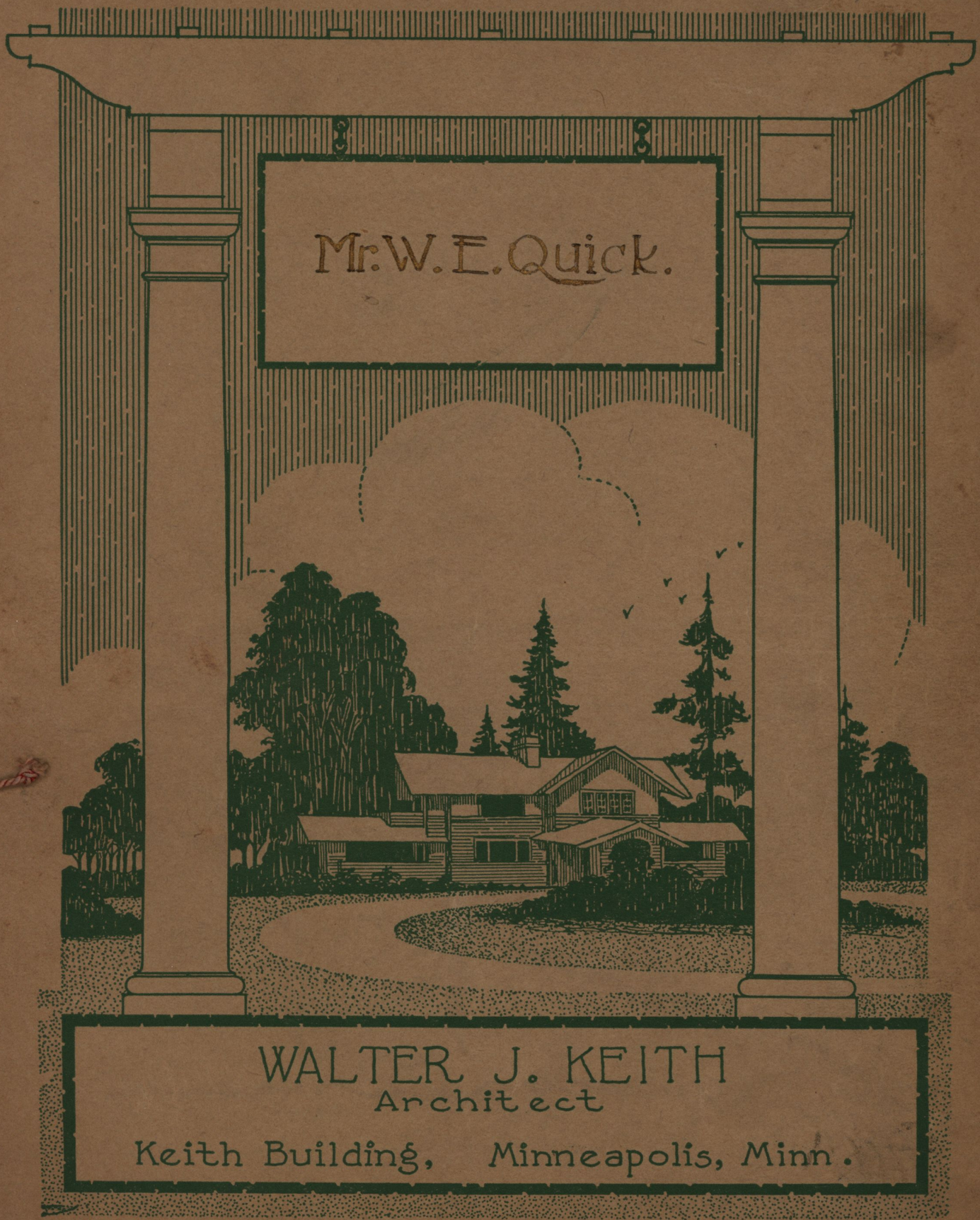


"Send me now therefore a man cunning to work in iron, in stone, and in timber."—II Chron.

WALTER J. KEITH'S
PORTFOLIO OF PRACTICAL HOMES

A WORD PERSONAL

The undersigned incorporated his personal architectural and publishing business some years ago under the name of **The Keith Company,** with M. L. Keith (a brother) as manager of Keith's Magazine, to whom a little later, the Magazine was sold.

"KEITH, the ARCHITECT," is your humble servant and when you desire architectural service please write direct and thus avoid unnecessary delay.

Also, when you write please tell me your most cherished thoughts of what you wish your new home to be like, for I want to make it an 'individual' home that shall somewhat embody your personality, for that is what makes a **real** home.

When we have finished, I want to feel a little acquainted with you and please you so well, that you will suggest to all your friends that they have me make their plans.

One of my chief pleasures is the thought of the many warm friendships thus formed, not only in the United States but in distant lands as well. I am very much in love with my work. I never tire of it and it grows more absorbing every day.

Mr. Elmer L. Scharpf, my chief assistant and an unusually skillful designer, is a young man of very marked ability, thorough training and delightful personality.

Mr. E. L. Mattison, in charge of specifications, material bills, etc., is an experienced building superintendent and knows about materials.

All of us give constant supervision to all the work committed to our care and we shall hope to add your name to our list of well pleased clients.

Walter Jewett Keith

PLATE 11

THE OPPOSITE SIDE OF THE WORLD IS NOT TOO DISTANT FOR SATISFACTORY ARCHITECTURAL SERVICE

Dear Sir:

Self & wife are extremely pleased with the plans received yesterday by the Vancouver mail & now await the duplicates detailed plans, specifications for the supervising architect & builder which I understand from your letter you are sending forthwith without waiting for our reply. Still to save error I will call you as suggested in your previous letter. There was a saying in the old country (Eng) that there were two bad pays. The one who paid beforehand & the one who never paid. However I am so pleased with the plans. That I enclose draft for £107. 7. 11 ($511.02) as calculated by the Union Bank. & if I like the houses as well as I like the plans shall feel well repaid.

I dont think we can start building before October as the best I can get from Wunderlich's re the tiles is that they will let me have them the 3rd week in October if possible. They are the best tiles to be got out here & Sydney architects say that in all respects they are as good as the Marseilles tiles but a shade lighter in color & that only experts can tell the difference.

When built I will send you photos of the completed building.

There was not any plan of the garage I suppose that will come with the other.

Thanking you for your trouble & courtesy

Yours truly
A Southwood

PLATE 12

[Mr. Southwood's letter is but one of many. For easier reading it is in type below:]

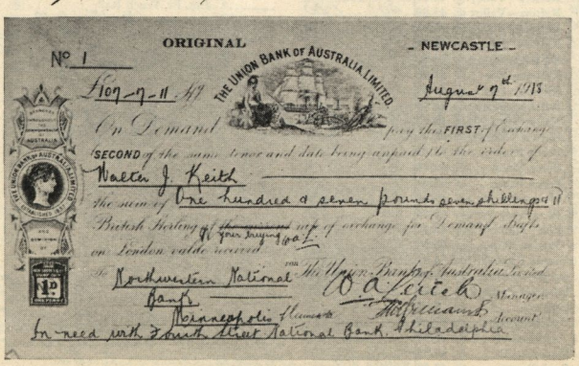
"Self and wife are extremely pleased with the plans received yesterday by the Vancouver mail * * *. There was a saying in the old country (England) that there were two bad pays. The one who paid beforehand and the one who never paid. However, I am so pleased with the plans that I enclose draft for 107 pounds, 7 shillings, 11d ($511.02) as calculated by the Union Bank. If I like the house as well as I like the plans, shall feel well repaid.

* * *

When built I will send you photos of the completed building. * * *

Thanking you for your trouble and courtesy."

LETTER FROM A NEWCASTLE


ORIGINAL — NEWCASTLE —

No 1

£107-7-11 — August 9th 1913

THE UNION BANK OF AUSTRALIA LIMITED

On Demand pay the FIRST of this my SECOND of the same tenor and date being unpaid to the order of Walter J. Keith the sum of One hundred & seven pounds seven shillings & 11 British Sterling at the rate of exchange for Demand Drafts on London ruling on the day of buying 100

To the Northwestern National Bank — The Union Bank of Australia Limited — W A Leitch Manager — Manager Accountant

Minneapolis Minn

In need with Fourth Street National Bank Philadelphia

AUSTRALIA CLIENT

TO THE HOME-BUILDER

TRANSPORTATION COSTS ARE NOT A FACTOR IN THE PURCHASE OF A WORK OF ART OR PROFESSIONAL SERVICES—BUT EXACTLY THE OPPOSITE IS TRUE WHEN YOU PURCHASE YOUR BUILDING MATERIAL AND LABOR.

ANY LOCAL DEALER CAN BEAT OUTSIDE BIDS—ITEM FOR ITEM AND QUALITY FOR QUALITY—AND YOUR LOCAL BUILDER CAN GIVE YOU BETTER MATERIAL AND CONSTRUCTION FOR *LESS MONEY THAN ANYONE*

IF YOU GIVE THEM GOOD PLANS TO FIGURE

WHEN ORDERING WORKING DRAWINGS

PLATE 4

SPECIAL Please see that a good rough outline of what is wanted is sent with order so that prompt service may be given. We should know "over all" sizes desired and size of each room **in the clear. Remember,** "over all" sizes must allow for thickness of **walls** and **partitions.** If you leave it to us, all we want are the sizes of the rooms "in the clear" and we will make all proper allowances and try and get it so joists will not cut to waste.

Also please remember that stairways require quite a little space for proper headroom both over and under if a satisfactory stair is secured. It is expected you wish our best judgment used in arranging these matters in a practical manner.

Space allowed for stairways, chimneys, doors and partitions is rarely sufficient for satisfactory and practical results and often, in consequence, the floor plans sent us cannot be worked out. For instance—a stair cannot land on second story if roof is too low at that point and a chimney on the first floor must come through the second story over its position on the first floor plan. **We will fix it if you leave it to us.**

READY PREPARED (Nos. 2000 to 5000) These orders can usually be filled the same day as received. Prices of Blueprints are stated on each design shown. Duplicate sets $3.00 each, if ordered with original order. If stock specifications are desired add two dollars and if bill of materials also is desired add again two dollars to your remittance. Bills of material without cost extensions (items only) and specifications are only sold with working drawings.

WORKING DRAWINGS ARE **Blue print reproductions** of original drawings at the regular scale of ¼ inch to the foot, except details which are drawn to a larger scale and consist of all floor plans, four elevations and details of construction.

BUILDING REVERSED This is easily accomplished by simply printing the drawings "reversed" as lettering and figures can be easily read by holding prints to the light and looking at them from the back side.

COST OF BUILDING

Locality and constantly changing prices and conditions simply make estimated costs except for a particular time and place, misleading. My plans can be built **anywhere** for as little or less money than anything you can get that gives you anything like the equivalent of space, arrangement, quality and appearance. They are especially studied with reference to careful use of materials and economy of construction.

I will PROMPTLY REFUND any money paid me for stock plans on their return within two weeks from date of shipment with the statement that the same will not cost **LESS, EQUALLY FULLY COMPLETED** than any other as large and of as good appearance, workmanship and **QUALITY OF MATERIAL,** and with as many conveniences, same grade of plumbing, heating, electric work, etc.

EXAMPLE OF AN ITEMIZED "BILL OF MATERIALS"

ONE QUARTER SIZE

WHEN FURNISHED ON ORDER WE DO NOT EXTEND PRICES AS COSTS IN THE LOCALITY AND AT THE TIME YOU BUILD WOULD, IN ALL PROBABILITY, BE DIFFERENT FROM OUR BASE PRICES

Date.................... **Bill of Material and Cost at Prices Stated.** Design No....................

BY

WALTER J. KEITH, ARCHITECT, MINNEAPOLIS

The bills of material are carefully compiled from the working drawings by an expert estimator in accordance with standard formulae and practice resulting from long experience in actual operations.

Some workmen however, are economical and saving of material. Some careful, others careless. If a man uses material intended for one part of the work for another, he will be "over and short."

The estimated costs are arrived at by certain definite and accepted rules and the quantities shown are from careful and exact measurement of the working plan. To the quantity thus obtained is applied the stated cost of labor and materials. This cost may not apply to your locality. It must be understood that since same is a fixed and arbitrary cost price, and the quantities shown are the amounts called for by the plans, the result in dollars shown in the various subdivisions is correct, only as the cost prices used correspond with the local prices.

PLATE 5 - 6

Item	Board Feet	$	Cts
EXCAVATING			
90 Co. Yds. Excavating—Cellar @$ .50		45	00
5 Co. Yds. Excavating—Trenches @ .85		4	25
18 Co. Yds. Excavating—Cistern @ .85		15	30
MASONRY (Labor Cost Included in Prices)			
30 Co. Yds. Concrete—Foundation @$ 9.50		285	00
500 Sq. Ft. Cement Floor—Bas't @ .10		50	00
90 Sq. Ft. Cement Floor—Porch @ .10		9	00
24 Lin. Ft. Cement Steps @ .60		14	40
2800 Com. Brick @ 20.00		56	00
200 Face Brick @ 45.00		9	00
300 Face Brick—Mantel @ 45.00		13	50
42 Face Brick—Hearth @ 45.00		1	89
100 Fire Brick—Mantel @ 45.00		4	50
2 Perch Stone—Found. @ 3.50		7	00
6 Bolts @ .10			60
10 Wall Anchors @ .60		6	00
400 Hollow Tile 8x8x12 Walls @170.00		68	00
30 Sq. Ft. Bath-Tile-Floors @ .65		19	50
88 Sq. Ft. Bath-Tile-Walls @ .85		76	80
44 Lin. Ft. 8x12 Flue Lining @ .30		13	20
22 Lin. Ft. 8x8 Flue Lining @ .20		4	40
PLASTERING (Labor Cost Included in Prices.)			
400 Sq. Yds. Inside Plaster @$ .35		140	00
16 Sq. Yds. Keene's Plaster @ .80		12	80
11 Sq. Yds. Metal Lath @ .30		3	30
108 Sq. Yds. Outside Plaster @ 1.50		162	00
84 Sq. Yds. Metal Lath @ .30		25	20
LUMBER			
1-6x6-14 Posts—Bas't @$45.00	42	1	89
1-6x6-7 Posts—Bas't @ 45.00	21		95
1-6x10-14 Girders—1st Fl. @ 45.00	70	3	15
1-6x10-7 Girders—1st Fl. @ 45.00	35	1	58
1-2x6-10 Girders—Porch @ 45.00	10		45
1-2x6-6 Girders—Porch @ 45.00	6		27
9-2x10-12 Joists—1st Fl. @ 45.00	180	8	10
10-2x10-14 Joists—1st Fl. @ 45.00	233	10	48
10-2x10-16 Joists—1st Fl. @ 45.00	267	12	02
8-2x10-8 Joists—1st Fl. @ 45.00	107	4	82
9-2x10-12 Joists—2nd Fl. @ 45.00	180	8	10
10-2x10-14 Joists—2nd Fl. @ 45.00	233	10	48
10-2x10-16 Joists—2nd Fl. @ 45.00	267	12	02
8-2x10-8 Joists—2nd Fl. @ 45.00	107	4	82
9-2x6-12 Joists—Attic @ 43.00	108	4	64
10-2x6-14 Joists—Attic @ 43.00	140	6	02
10-2x6-16 Joists—Attic @ 43.00	160	6	88
8-2x6-18 Joists—Attic @ 43.00	144	6	19
Forwarded		1149	95

Item	Board Feet	$	Cts
Brought Forward		1149	95
10-2x6-12 Joists—Porch @$45.00	120	5	40
5-2x6-14 Joists—Porch @ 45.00	70	3	15
10-2x4-16 Joists—Porch @ 45.00	107	4	82
20-2x4-12 Studs—Outside @ 45.00	160	7	20
40-2x4-18 Studs—Outside @ 45.00	480	21	60
26-2x4-18 Studs—1st Fl. @ 45.00	312	14	04
33-2x4-16 Studs—2nd Fl. @ 45.00	352	15	84
20-2x4-14 Studs—Attic @ 43.00	187	8	04
8-2x4-16 Studs—Bas't @ 43.00	85	3	75
40-2x4-14 Trimmers @ 38.00	373	14	18
19-2x4-16 Rafters—Com. @ 45.00	203	9	14
11-2x4-10 Rafters—Com. @ 45.00	73	3	29
21-2x4-14 Rafters—Com. @ 45.00	196	8	82
8-2x4-12 Rafters—Com. @ 45.00	64	2	88
3-2x6-22 Rafters—Valley @ 45.00	66	2	97
2-2x6-20 Rafters—Valley @ 45.00	40	1	80
2-2x4-16 Rafters—Valley @ 45.00	21		95
3-2x6-22 Rafters—Hip @ 45.00	66	2	97
2-2x6-20 Rafters—Hip @ 45.00	40	1	80
2-2x4-16 Rafters—Hip @ 45.00	21		95
10-2x4-12 Rafters—Porch @ 45.00	80	3	60
4-2x4-10 Rafters—Porch @ 45.00	27	1	22
4-2x4-8 Rafters—Porch @ 45.00	21		95
2-2x4-14 Rafters—Porch @ 45.00	19		86
5-2x10-16 Porch Beam @ 45.00	133	5	99
2-2x8-18 Porch Beam @ 45.00	48	2	16
2-2x8-16 Porch Beam @ 45.00	43	1	94
2-2x12-16 Main Stair Str'g @ 45.00	64	2	88
2-2x12-16 Rear Stair Str'g @ 45.00	64	2	88
2-2x12-14 Bas't Stair Str'g @ 45.00	56	2	52
300 Lin. Ft. Outside Plates @ 45.00	200	9	00
350 Lin. Ft. Inside Plates @ 45.00	233	10	50
4 Sq. Ft. Lattice—Porch @ 60.00	48	2	88
2 Sq. Ft. Lattice—Porch @ 60.00	24	1	44
6000 Plaster Lath @ 7.50		45	00
140 Lin. Ft. 1x3 Bridging @ 15.00		2	10
800 Lin. Ft. 1x1 Grounds @ 15.00		12	40
1200 Sq. Ft. Floor Sheath @ 40.00	1600	64	00
1525 Sq. Ft. Roof Sheath @ 40.00	2100	84	00
1500 Sq. Ft. Wall Sheath @ 45.00	2000	90	00
112 Sq. Ft. Sheath Bas't @ 40.00	135	5	40
12M Shingles—Roof @ 6.00		72	00
500 Shingles—Walls @ 6.00		3	00
1000 Sq. Ft. 6" Siding @ 60.00	1400	84	00
825 Sq. Ft. Hdw Floor-1st Fl @ 75.00	1100	82	50
750 Sq. Ft. Hdw Floor-2nd Fl @ 75.00	1000	75	00
800 Sq. Ft. Pine Floor-Attic @ 45.00	1000	45	00
195 Sq. Ft. Fir Floor-Porch @ 60.00	260	15	60
175 Sq. Ft. Ceiling—Porch @ 42.00	240	10	08
710 Sq. Ft. Ceiling—Cornice @ 42.00	950	39	90
5-1x8-10 Cornice—Frieze @ 60.00	33	1	98
9-1x8-12 Cornice—Frieze @ 60.00	72	4	32
4-1x8-14 Cornice—Frieze @ 60.00	37	2	22
3-1x4-14 Cornice—Facia @ 60.00	14		84
4-1x4-16 Cornice—Facia @ 60.00	21	1	26
Forwarded		2125	46

Item	Board Feet	$	Cts
Brot. For'd		2125	41
5-1x6-12 Porch Beam @$60.00	30	1	80
4-1x10-12 Porch Beam @ 60.00	40	2	40
2-1x10-16 Porch Beam @ 60.00	27	1	62
4-1x8-14 Porch Step Riser @ 60.00	37	2	22
4-2x10-14 Porch Step Tr'd @ 90.00	47	2	82
4-2x8-12 Rab 2 Si's Cel S @ 60.00	64	3	84
8-1x10-14 Belt Course @ 60.00	93	5	58
MILLWORK			
260 Lin. Ft. Crown Moulding @ .04½		11	70
260 Lin. Ft. Bed Moulding @ .02½		6	50
260 Lin. Ft. Panel Moulding @ .02½		6	50
180 Lin. Ft. Cove @ .01		1	80
100 Lin. Ft. ¼ Round @ .01		1	00
100 Lin. Ft. Drip Cap @ .02		2	00
120 Lin. Ft. Hdw Pict. Mld @ .01½		1	80
180 Lin. Ft. Pine Pict. Mld @ .01		1	80
120 Lin. Ft. Hdw. Base @ .12		14	40
180 Lin. Ft. Pine Base @ .06		10	80
29 Lin. Ft. Closet Base @ .05		1	45
34 Lin. Ft. Chair Rail @ .02			68
29 Lin Ft. Hook Rail @ .02			58
1 Main Stairs 15 Risers @ 3.00		45	00
1 Rear Stairs 15 Risers @ 2.50		37	50
1 Bas't Stairs 13 Risers @ 2.00		26	00
1 Mantle Shelf @ 15.00		15	00
1 Book Case 20 Sq. Ft. @ .45		9	00
1 Seats 7 Lin. Ft. @ 1.75		12	25
1 Cupb'ds 40 Sq. Ft. @ .85		34	00
1 Sideboard @ 60.00		60	00
1 Work Table 10 Sq. Ft. @ .50		5	00
1 Drain Board @ 5.00		5	00
5 Lin. Ft. Porch Rail @ .10			50
15 Balusters 1¾x1¾x1-10 @ .07		1	05
2 Porch Columns 8x8-5-4 @ 3.20		6	40
2 Porch Columns 6x6-5-4 @ 3.00		6	00
1 Porch Newells 8x8-2-4 @ 2.50		2	50
1-2-10x7-0 Door Front		25	50
1-2-8x6-8 Door Rear		8	75
1-2-8x6-8 Door Side		8	75
1-2-6x6-8 Door Basement		4	65
3-2-6x7-0 Door 1st Floor		15	00
1-2-10x7-0 Door 1st Floor		5	35
1-2-8x7-0 Door 1st Floor		5	10
3-2-6x6-8 Door 2nd Floor		13	95
3-2-8x6-8 Door 2nd Floor		14	25
1-24x68 Front Door 2nd Floor		7	00
1-26x24-2Lt. Windows		5	10
2-26x26-2Lt. Windows		10	20
1-24x18-2Lt. Windows		4	35
1 Mullion Windows 26x26-2Lt.		10	75
1 " Windows 26x24-2Lt.		10	75
1 " Windows 26x18-2Lt.		9	75
1 Triple Windows 26-36-26x26-2Lt.		20	75
1 Quadruple Windows 24x24-2Lt.		19	45
4-10x12-3Lt. Sash Cellar		8	40
1-26x26 Sash		5	45
1-20x26 Sash		4	35
SHEET METAL (Labor Cost Included in Prices)			
20 Lin. Ft. Flashing @ .08		1	60
20 Lin. Ft. Valley @ .15		3	00
56 Lin. Ft. Gutters @ .20		11	20
20 Lin. Ft. Hip Tins @ .05		1	00
20 Lin. Ft. Down Spouts @ .20		4	00
44 Lin. Ft. Ridge Roll @ .20		8	80
6 Elbows @ .20		1	20
20 Sq. Ft. Tin Deck @ .15		3	00
2 Sheet Tin 20"x28" @ .20			40
100 Ft. Composition Roofing @ 3.00		3	00
Forwarded		2762	00

Item	$	Cts
Brot. For'd.	2762	00
ROUGH HARDWARE		
99 Lbs. 3d Common Nails @ .05	4	95
5 Lbs. 6d Common Nails @ .05		25
227 Lbs. 8d Common Nails @ .05	11	35
175 Lbs. 16d Common Nails @ .05	8	75
1 Lbs. 4d Finish Nails @ .05		05
11 Lbs. 6d Finish Nails @ .05		55
75 Lbs. 8d Finish Nails @ .05	3	75
5 Lbs. 10d Finish Nails @ .05		25
½ Lbs. ¾x16 Brads @ .10		05
37 Lbs. 8d Flooring Nails @ .05	1	85
600 Lbs. Sash Weights @ .03	18	00
5 Hanks Sash Cord @ 1.25	6	25
1 Mantel Dome @ 7.50	7	50
1 Ash Dump @ .75		75
1 16x12 Cleanout Door @ 4.50	4	50
1 12x 8 Cleanout Door @ 2.50	2	50
1 6" and 1 8" Thimbles @ .10-.15		25
15 Lin. Ft. Slid. Door Track @ .30	4	50
10 Rolls Bldg. Paper @ 1.25	12	50
FINISH HARDWARE		
1 Lock and Butts—Front Door @ 8.50	8	50
2 Lock and Butts—Rear Door @ 2.00	4	00
7 Lock and Butts—Inside Door @ 1.00	7	00
1 Lock and Butts—Bas't Door @ .85		85
17 Sash Locks and Lifts @ .25	4	25
2 Casement Lock Sets @ 2.50	5	00
1 D. A. Floor Hinges @ 2.50	2	50
1 Prs. Push Plates @ 1.00	1	00
8 Prs. Cupb'd Butts @ .20	1	60
3 Cupb'd Turns @ .20		60
3 Drawer Pulls @ .10		30
3 Elbow Catches @ .05		15
2 Friction Catches @ .05		10
5 Knobs @ .20	1	00
2 Drop Handles @ .30		60
9 Base Knobs @ .10		90
4 Cellar Sash Sets @ .35	1	40
1 Sliding Door Sets—Single @ 1.35	1	35
1 Sliding Door Sets—Double @ 2.70	2	70
1 French Door Sets @ 8.00	8	00
1 Flush Ring Seat Sets @ 1.00	1	00
1 Sets Floor Bin Rollers @ .35		35
2½ Doz. Coat and Hat Hooks @ .20		50
36 Doz. Stop Bead Screws @ .05	1	80
PAINTING (Labor Cost Included in Prices)		
11 Gals. Outside Paint @ 7.00	77	00
10 Gals. Inside Paint @ 11.00	110	00
5 Gals. Floor Paint @ 7.00	35	00
3 Gals. Floor Filler @ 1.25	3	75
37 Gals. Shingle Stain @ 2.00	74	00
1/8 Gals. Inside Stain @ 5.00		63
1/8 Gals. Shellac @ 5.00		63
2½ Gals. Varnish @ 9.00	22	50
Carpenter Labor, per M (General) $15.00; Siding $30.00; Shingles $1.50; H. W. Floor $8.00 per 100 Ft. Incidentals—See Addenda Sheet.	792	20
Total General Building Cost	3950	00
Allowance for Plumbing		
Allowance for Heating		
Allowance for Electric Work		
Storm Sash and Screens		
Papering and Decorating		
Grand Total Cost		

SPECIAL DESIGNS TO ORDER

BY

WALTER J. KEITH, ARCHITECT

Cash Prices for Orders by Mail Only—When Remitting by Check, Please Add Exchange

NOT "SKETCHES" BUT WORKING DRAWINGS

Ready for Construction—something of **real use.** Let your new home express somewhat your personality. I can help you accomplish this by rendering practical and putting the proper architectural finish to your own individual ideas. I guarantee to please you, revising drawings if necessary until they suit you perfectly. This means my personal supervision of the work. It's the only way to "go over the top." Also—except for large work that of course requires much more time—you can figure on

Drawings Forwarded Within Three Days of Receipt of Order

Much the largest part of the work and expense on **Special Drawings** to order comes in making the first floor plans **correctly,** as it governs everything else. Next, the Front Elevation, involving the **design.** So few allow sufficient room for stairs and proper "head room," chimneys, etc. We get it right and save entire cost of plans in the time of workmen "on the job," figuring out **what to do** and **how to do it,** to say nothing of the proper architectural effects.

In ordering by wire use column letters or the following code words for amount of work wanted, thus: For basement and first floor plans, four elevations and main details, the word "Dire." The same with Lumber and Mill List in addition—"Direct." If full bill of materials is also wanted use the word "Directly." In the same way if basement, first and **second** floor plans and four elevations are wanted with main construction details, use the word—"Hire," and with Lumber and Mill list added, the word "Hurt." If also a full Bill of Materials, "Hurting."

THESE PRICES ARE FOR ORDERS RECEIVED BY MAIL ONLY

No. of Class	SCHEDULE **Prices for Special Plans to Order** CLASS OF BUILDING (See Number on Floor Plans)	Approx. Size	One Floor Plan and A One Elev.	B Two Elev.	C Three Elev.	D Four Elev.	Two Floor Plans and E One Elev.	F Two Elev.	G Three Elev.	H Four Elev.	Additional Cost, if Desired, of I Base't Plan	R Main Detail	T Lbr. & Mill List	Y Full B.of M.	Z Special Spec.
1	Small Cottages and Mechanic's Homes	20 x 26	$11.00	$13.00	$14.50	$16.00	.....	.....	.....	.....	$1.50	$1.75	$3.50	$5.50	$5.00
2	Medium Cottages and Mechanic's Homes	24 x 30	13.00	15.00	16.50	18.00	.....	.....	.....	.....	1.50	2.00	3.75	5.75	6.00
3	Small Modern Bungalows	24 x 30	13.00	15.00	16.50	18.00	.....	.....	.....	.....	1.50	2.00	3.75	5.75	6.50
4	Medium Modern Bungalows	28 x 32	16.00	19.00	21.00	23.00	$19.00	$22.00	$24.00	$26.00	1.50	2.50	4.00	6.50	7.00
5	Small 1½-story Houses	24 x 28	13.50	16.00	18.00	19.50	16.00	18.50	20.50	22.00	1.75	2.50	3.75	6.00	6.50
6	Medium 1½-story Houses	26 x 32	15.00	18.00	20.00	22.00	18.00	21.00	23.00	25.00	2.00	3.00	4.00	7.00	8.00
7	Small Two-story Houses	26 x 30	13.50	16.00	18.00	19.50	16.00	18.50	20.50	22.00	2.00	2.50	3.75	7.00	7.00
8	Medium Two-story Houses	28 x 36	16.00	19.00	21.00	23.00	19.00	22.00	24.00	26.00	3.00	3.50	4.50	9.00	10.00
9	Larger and "Duplexes"	32 x 40	25.00	30.00	35.00	40.00	30.00	35.00	40.00	45.00	5.00	6.00	5.00	10.00	15.00
10	Small Churches, Schools and Public Buildings	30 x 30	25.00	30.00	33.00	36.00	30.00	35.00	38.00	41.00	5.00	7.00	6.00	11.00	15.00
11	Medium Churches, Schools and Public Buildings	40 x 50	35.00	42.00	48.00	53.00	45.00	52.00	58.00	63.00	10.00	10.00	7.50	11.50	18.00
12	Larger and 4-flat Buildings	50 x 80	40.00	50.00	58.00	65.00	50.00	60.00	68.00	76.00	15.00	15.00	10.00	13.50	20.00
13	Store Buildings—Single—One-story	22 x 60	15.00	18.00	20.00	22.00	.....	.....	.....	.....	2.00	2.50	3.50	6.00	8.00
14	Store Buildings—Double—One-story	44 x 80	20.00	25.00	28.00	30.00	.....	.....	.....	.....	3.00	3.50	4.00	8.00	12.00
15	Store Buildings—Single—Two-story	22 x 60	20.00	25.00	28.00	30.00	25.00	30.00	33.00	35.00	2.50	3.50	4.00	8.00	12.00
16	Store Buildings—Double—Two-story	44 x 80	25.00	30.00	33.00	35.00	30.00	35.00	38.00	40.00	3.50	5.00	5.00	9.50	14.00
17	Garages—Small—One or Two Car	17 x 24	10.00	12.00	14.00	15.00	.....	.....	.....	.....	....	1.50	2.00	4.00	5.00
18	Garages—Public (Not requiring truss or reinforced concrete construction)	50 x 100	40.00	50.00	58.00	65.00	50.00	60.00	68.00	75.00	.....	15.00	7.50	15.00	20.00

NOTE—Special prices quoted on Modern Farm Buildings or anything else. Bill of Materials or Specifications [for Stock Plans Nos. **2000** to **5000**] $2.00 each

PLATE 7

PLATE 8

PLATE 9

IF YOU DO NOT
SEE WHAT YOU WANT
ASK ME FOR IT

THE designs shown in this portfolio are but a few of over 2000 I have ready prepared.

The special price on **Drawings to Order** is made because so many want changes that render those ready prepared unavailable.

Good plans save their cost over and over during construction, to say nothing of the increased value of the building resulting.

THESE LOW PRICES RENDER NECESSARY THE ELIMINATION OF A CREDIT DEPARTMENT AND

CASH WITH ORDER

MY REFERENCES:

Any bank or business house in Minneapolis, or any of the thousands everywhere to whom I have rendered service.

Address

WALTER J. KEITH

ARCHITECT

KEITH BUILDING, MINNEAPOLIS MINNESOTA

WHICH DESIGN
INTERESTS YOU MOST?

I HAVE MANY OTHERS

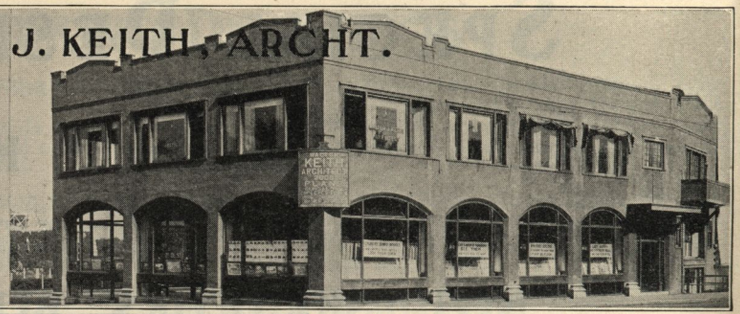
PERHAPS some of them would be just what you are looking for. If not I can make whatever you wish.

If you are interested in any type of building shown or not shown in this portfolio, just write me your requirements and I will work it out for you.

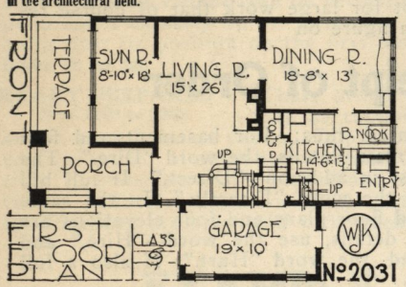
Also, I guarantee to make my work satisfactory.

PLATE 1

OFFICES OF WALTER J. KEITH, ARCHT.



THESE properties above shown, are in the new Civic Center of beautiful Minneapolis, at the junction of its main traffic arteries and when visiting our city I should be pleased if you would stop at the Plaza where you will receive the same high class service as is furnished in the architectural field.



NO. 2031 is of hollow tile wall construction but can easily be built "all frame" with the same exterior "stucco" effect. Off the main stair landing is a French door to sleeping porch over garage which could be covered with a Pergola, same as front entrance. Garage proper is reached from back hall at grade landing of cellar stairs.

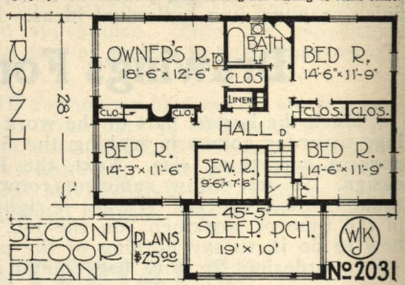
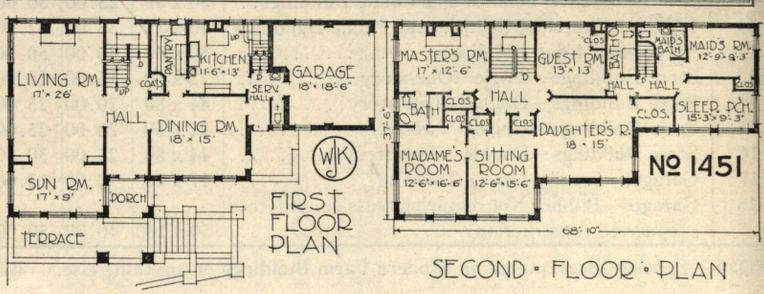


PLATE 2

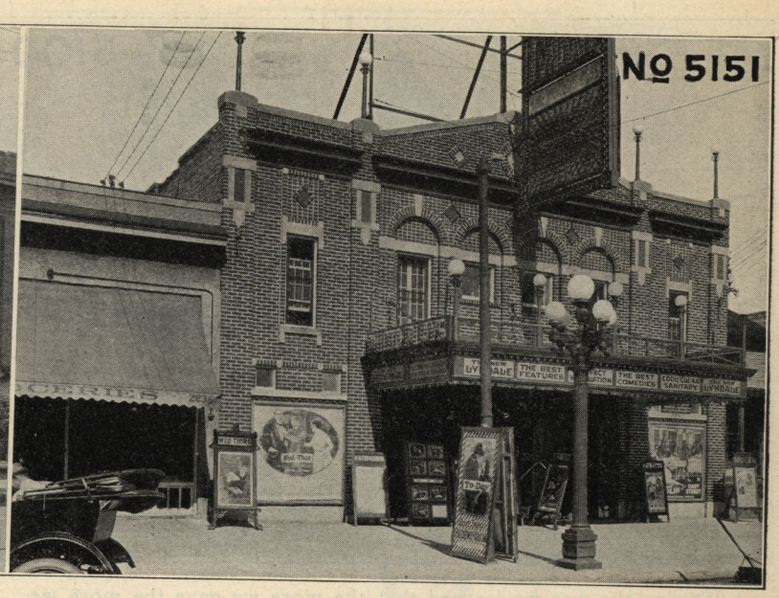


"The Tudor residence above is No. 1506, built at No. 421 Clifton Avenue, Minneapolis, is of fireproof construction and a model high class home in every respect. Below is the conservatory and swimming pool in same and at the right the main hall."

"**No. 1451** above, built at No. 1926 Pleasant Avenue, Minneapolis, is a most successful home, the wide projecting cornice and tile roof being very effective. Walls of hollow tile. Charges for this class of work are 3½% of estimated cost.

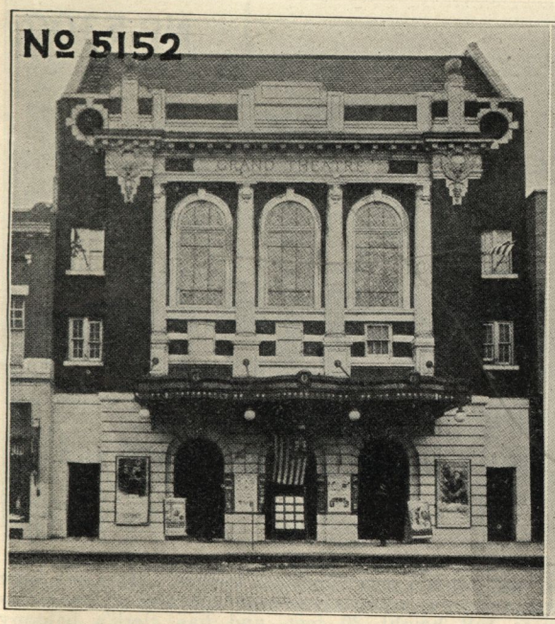
PLATE 3

PLATE 13



"Your town needs a new up-to-date theatre. How would something like one of these draw increased patronage? No. 5150 is very practical and economical to build and has renting space (stores) on each side of entrance. So has No. 5151 with signs removed and store fronts substituted. If lot is 'deep' enough for theater back, the second story front rooms can be rented also."

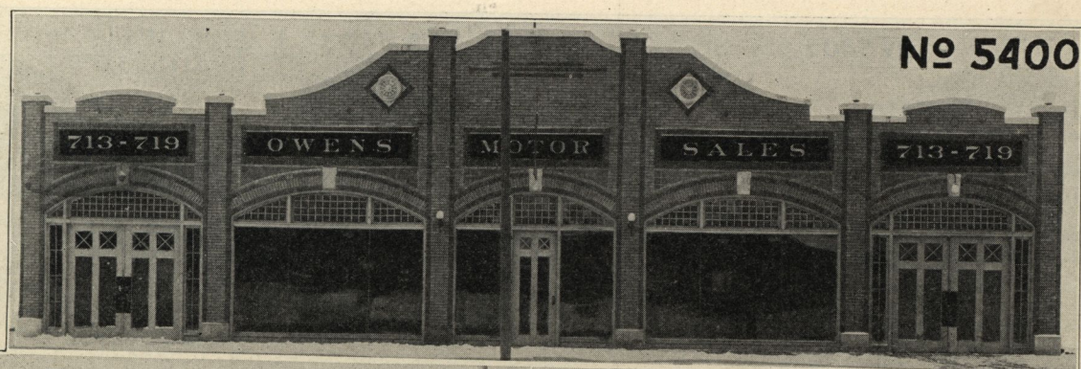
PLATE 14



"Good looking, up-to-date theatres are the evidence of a live, wide-awake enterprising town. These are for more elaborate and larger theatres than Nos. 5150-1 but any of the designs can be reproduced in all essential effects upon as small a scale as desired."

PLATE 15

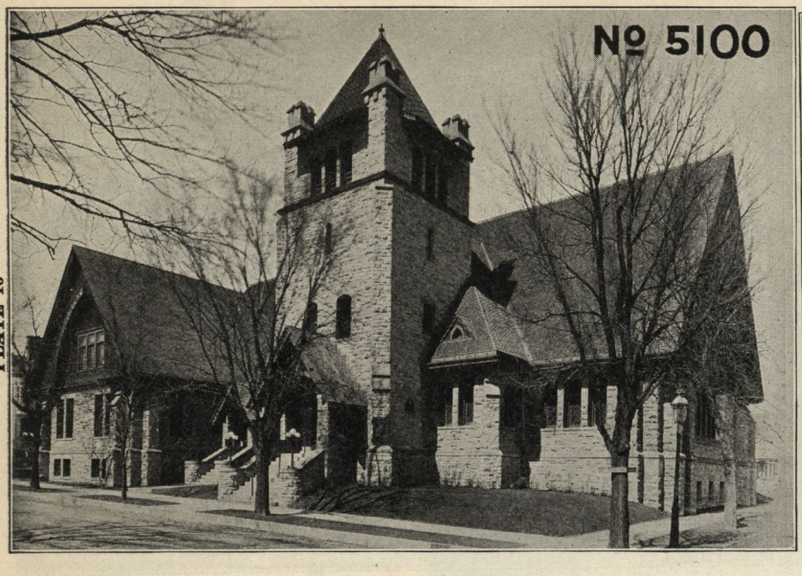
"**No. 5300. Bank Building Series** (lower left hand corner illustration) is a type of a very practical low-cost building for a growing town. At the right of this is a good example of a lumber dealers establishment." Up-to-date housing for your business pays.



"**No. 5400 and 5401** of Garage Series, are types of Public Garages **that pay.** Mr. Auto Man, think about what something like one of these would do for your business."

We detail "lattice, all lumber trusses," for wide spans carrying roof if you do not care to go to expense of steel or reinforced concrete construction.

PLATE 16



"During the war we learned that the more we gave the more we seemed to be able to give. Why not a new church? No. 5100 can be reduced in size and the large Sunday School room omitted. This has been a very successful structure and was built very economically."

"No. 5101 shows how just a touch of good design involving the expenditure of very little money indeed, changes the commonplace into a most beautiful design, for take away the stone tower and entrance and what have we left? Good design and plans surely pay."

PLATE 17

"A type of low cost, practical and profitable hotel because all space on ground floor is revenue producing and continuous elevator service is not absolutely essential. 50 rooms on a floor, but plan is elastic and can be varied as desired."

"A new Bank building is a great business builder. Here is a type giving a fine appearance, yet comparatively inexpensive of construction. Main room is full height, 20 feet, and has clerk's balcony around outside walls."

Pick out your Garage to match your Home. If not here we have others or send photo and we will design it.

PLATE 18

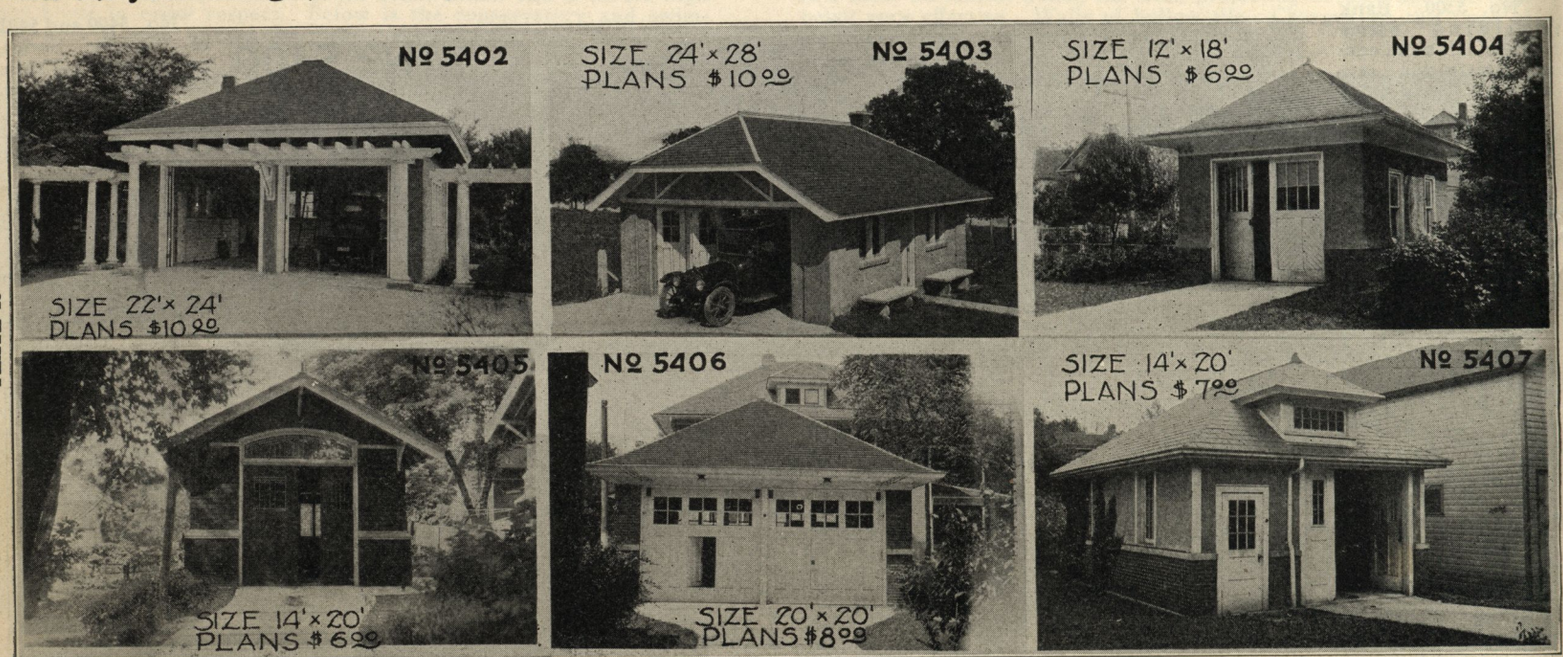


PLATE 19

"What community does not require its Country Club and what possible investment pays larger dividends? This design satisfies the most exacting requirements and can be enlarged to any extent desired. Every club should have 'expanding' capacity and in pleasant weather here at least, the dining room is trebled in size by opening French doors to balcony and veranda space."

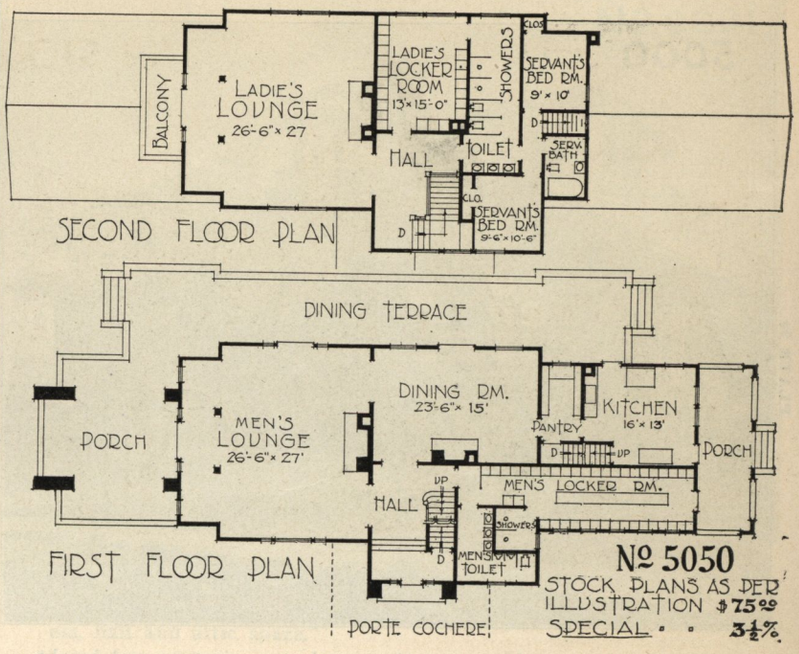
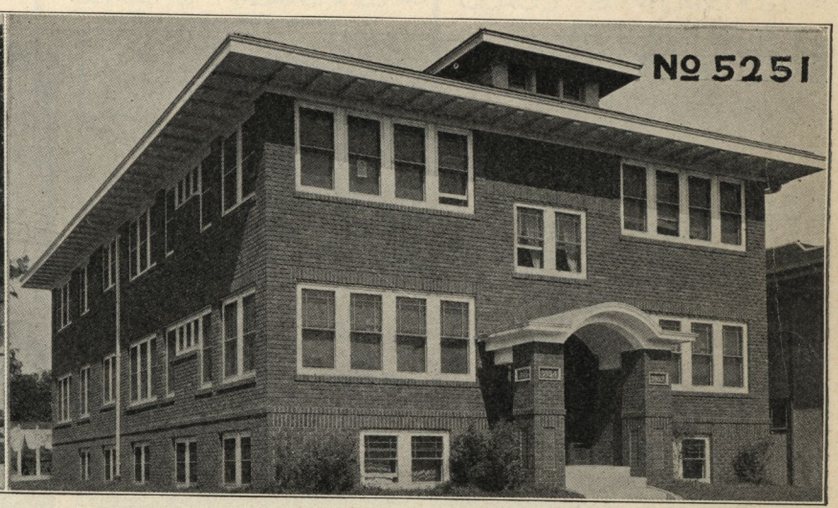


PLATE 20



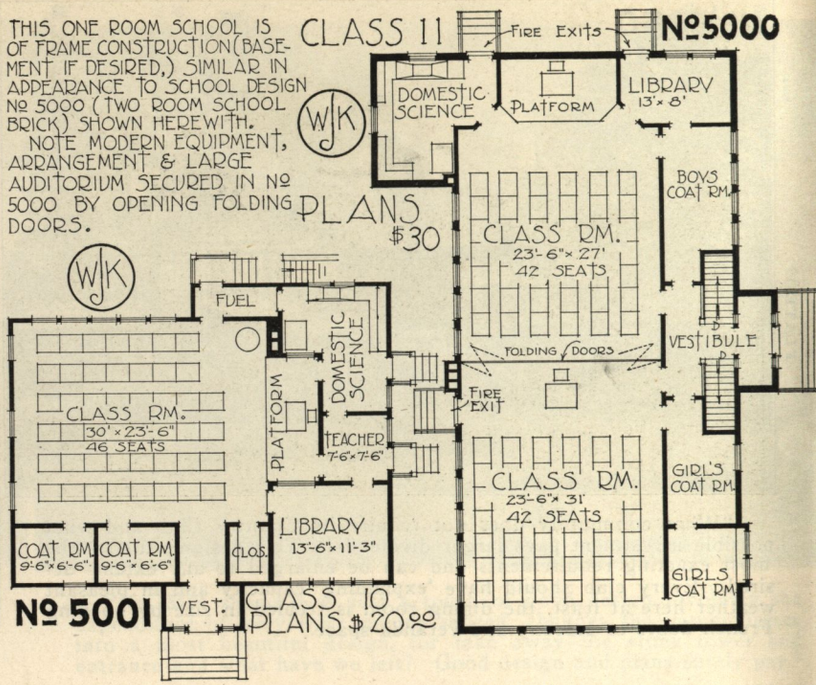
No. 1428 above is a "prize winning" 4-flat design. Glass enclosed porches 'Sun Parlors'—open in summer and fine in winter, are all the rage now and **No. 5251** gives one for each apartment—virtually an extra room—for they are completely finished. No. 5251 above can be adapted to any size or number of rooms and if Sun Parlors are not desired a beautiful porch effect something like No. 1428 can be secured."

"In **No. 5201** below we have an example of a very practical and economical hotel that has 'snap' in its appearance and yet economical of construction. The treatment of entrance does it. 30 to 50 rooms."

No. 5202 and **5203** are types of small hotels or large boarding houses and can be made of any room capacity desired. They are also excellent designs for flats and 5202 especially would make an excellent 'Kitchenette' apartment."

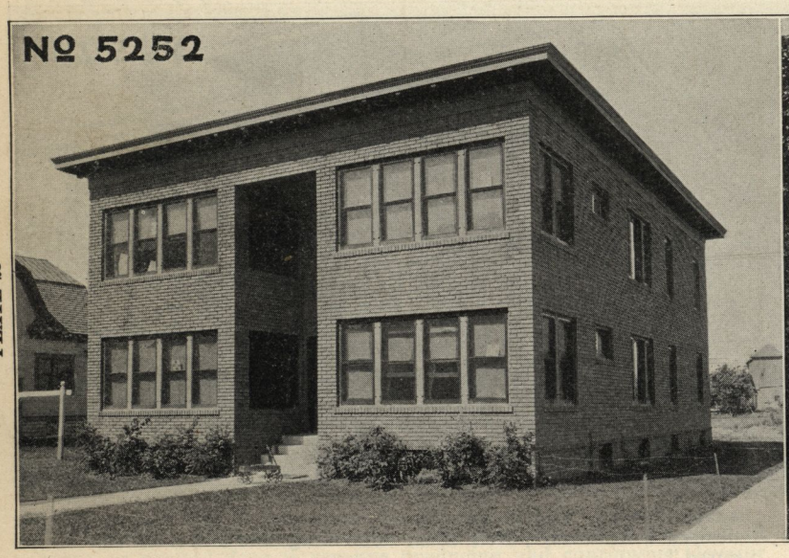
PLATE 21

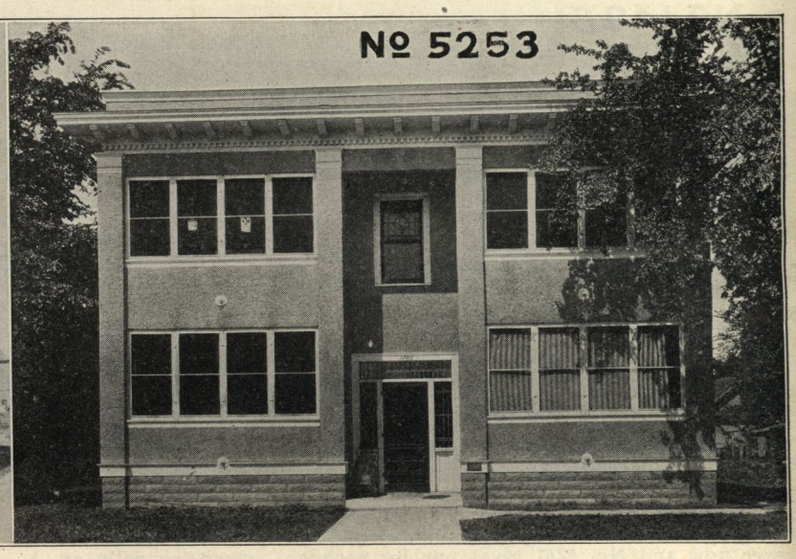
PLATE 22



"Nothing is more important than modern equipment and bright healthful conditions for the 'kids' at school. If you will study this modern plan and design you will find provided many features and practical comforts for teacher and children that schools never formerly had and few possess even now. Particularly advantageous for town or neighborhood gatherings is the large auditorium of No. 5000."

PLATE 23



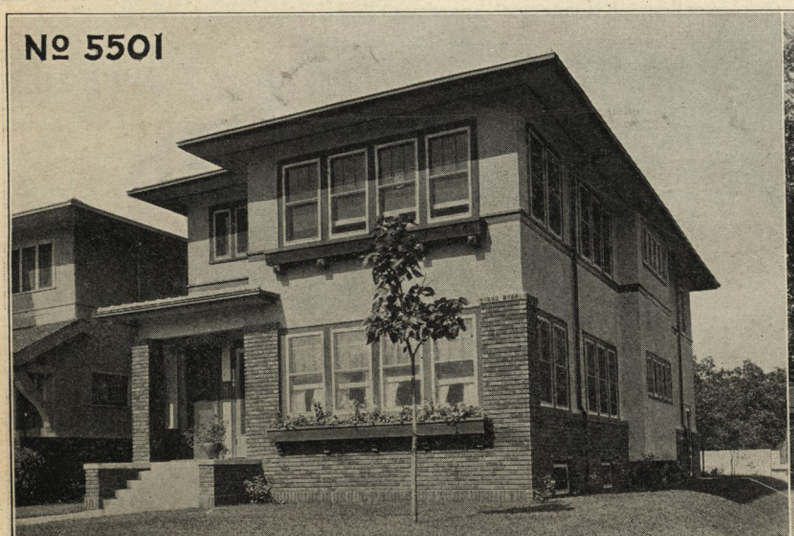


"No. 5252 shown above is another type of the 4-Flat Apartment that provides 'Sun Parlors' for each and is of exceeding economical construction—plain and neat, clean cut and practical."

"No. 5253 above is still another design for the same general plan as No. 5252 except it is of frame construction with 'Stucco' exterior and therefore a little less costly of construction."

"The widely known and popular 'Duplex' for two families, one having entire first floor and the other the second floor, with separate entrances for each family, etc., has much study. These designs show two types, both with 'Sun Parlors.' No. 5501 can be built of either hollow tile or common brick walls with 'Stucco' exterior finish or 'all frame' construction and stucco. No. 5502 is 'all frame' construction." Also See No. 5500 on plate No. 48 as it is a very fine example of a "Duplex" with a single residence effect.

PLATE 24



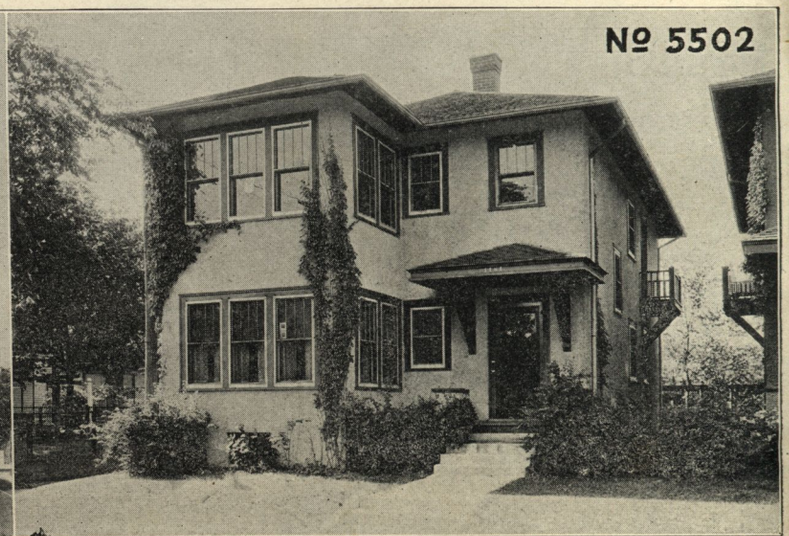
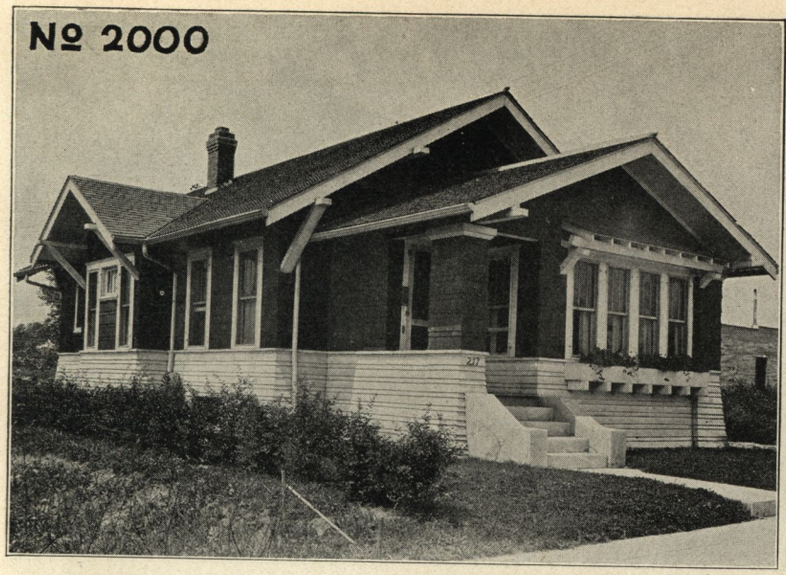
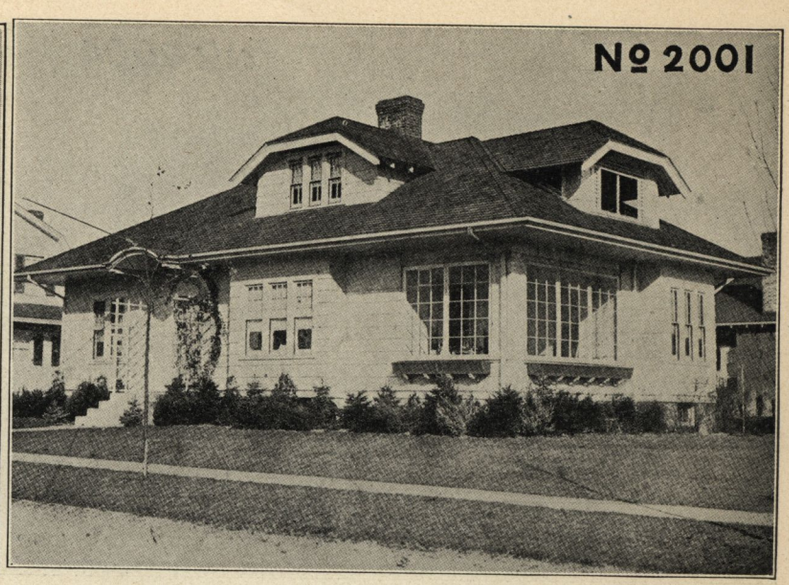


PLATE 25

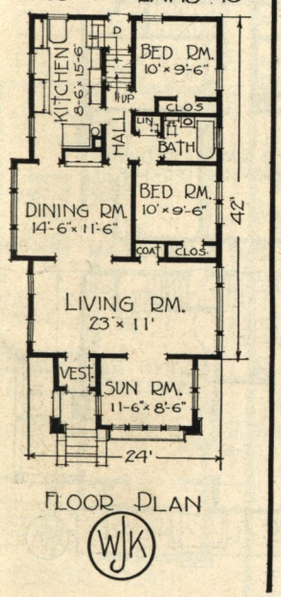


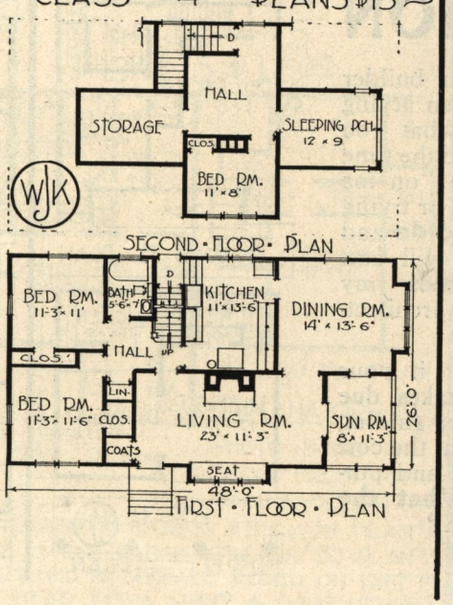


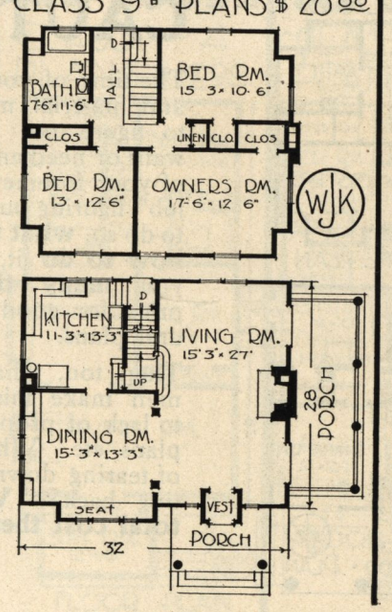
"No. 2000. Most excellent, practical plan with all the conveniences and at low cost. Sun parlor is most attractive. Chamber hall connects both bedrooms with bath, kitchen and stair to storage attic. Kitchen very convenient. Grade entrance."

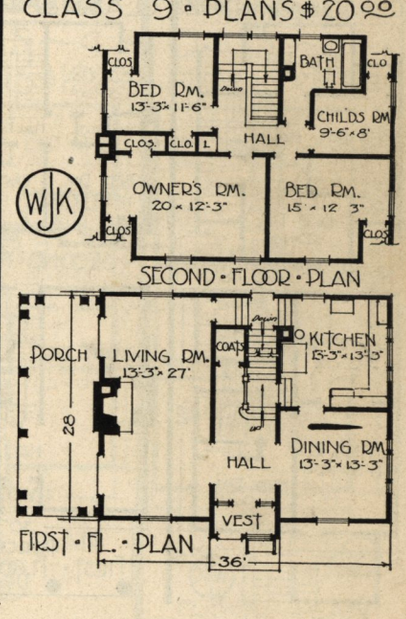
"No. 2001. A remarkably attractive and practical home. Entrance can be in front if preferred, using sun parlor as an enclosed porch. Grade cellar and kitchen entrance. Fine large rooms, closets, hall and attic space."

PLATE 26









"No. 2002. It is difficult to excel the well designed 'Colonial' for a refined, low cost home. Note the excellent plan, 'Combination' staircase, grade, cellar and kitchen entrance, convenient kitchen and built-in china closets."

"No. 2003. Another Colonial design of soft, artistic lines—economical of construction and most excellent plan. The Living Porch at side of Living Room is reached through two pair of French doors, adding much to the delights of this home."

PLATE 27

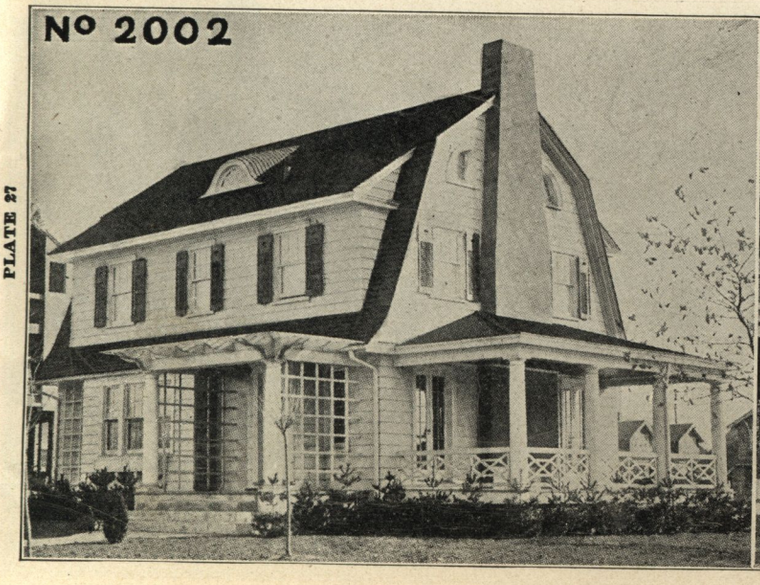
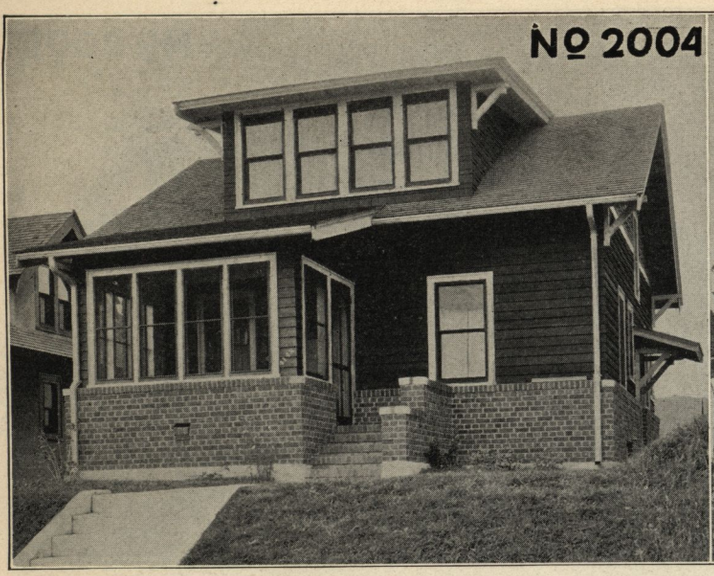
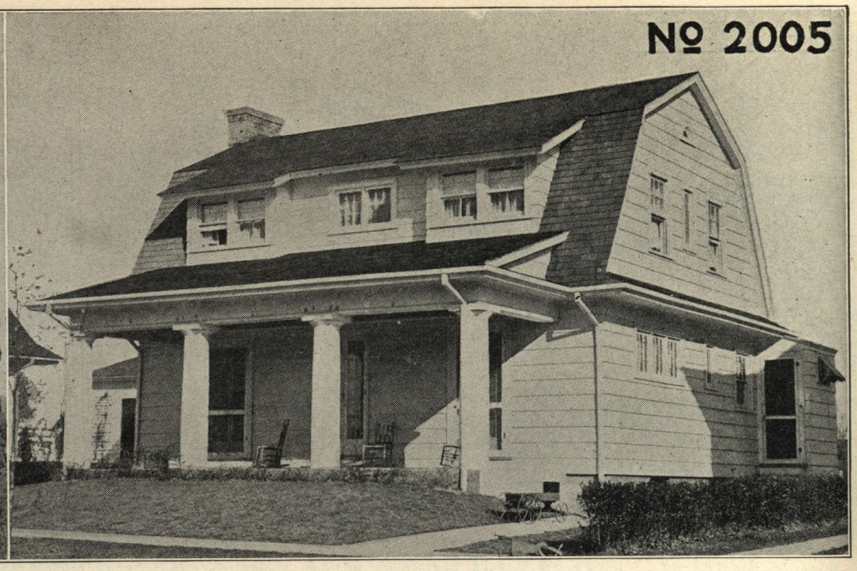


PLATE 28

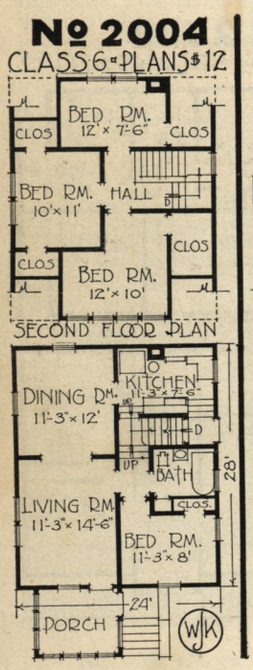


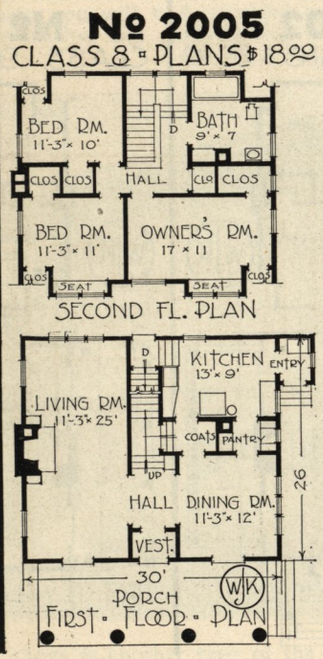


"No. 2004. Certainly gets all the sun that shines. Porch screened in summer and glassed in for winter. Brick up to window sills gives fine effect. Lots of room and first floor bedroom, too. Only 24x28 feet in size."

"No. 2005. As sweet and pretty as a Puritan Maid, this pure Colonial cottage and the plan simply has everything. Combination stairway, grade cellar and kitchen entrance, refrigerator entry, pantry, etc. Large rooms and closets. Second story rooms full height."

PLATE 29

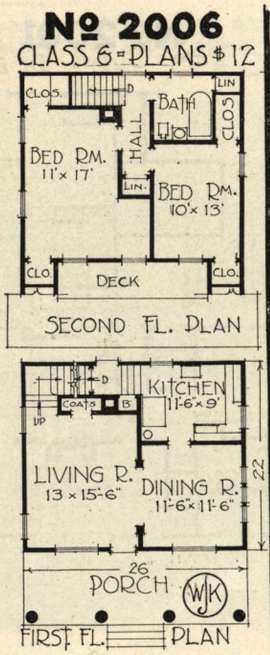


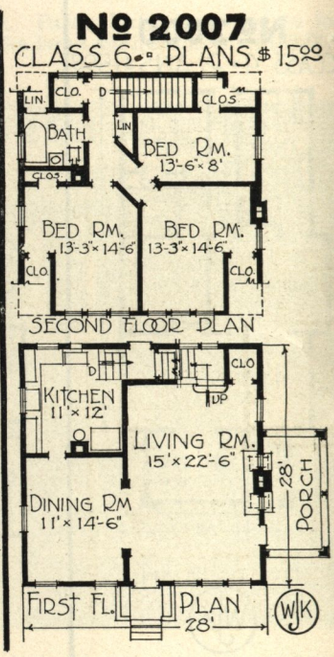


CAUTION

The time of your builder and material man trying to figure out what you want or need and the time of your foremen "on the job" figuring out or trying to do so, **what to do** and **how to do** it, will cost you **many times** my price for good architectural plans.

Then too, what if your men make mistakes due to lack of proper guiding plans, etc. What the cost of tearing down and putting back? **What the total cost then?**





"No. 2006. Another Colonial Cottage of still simpler design. Every convenience. Fireplace can be put in corner of Living Room if desired. Same chimney serves kitchen range. Second story rooms full height. Roof extended in front would give sleeping porch."

"No. 2007. Siding for lower part and broken shingle courses above stained a woody brown, gives this cottage much of its charm. Floor plan is excellent with grade cellar and kitchen entrance, very pretty stairway, etc."

PLATE 30

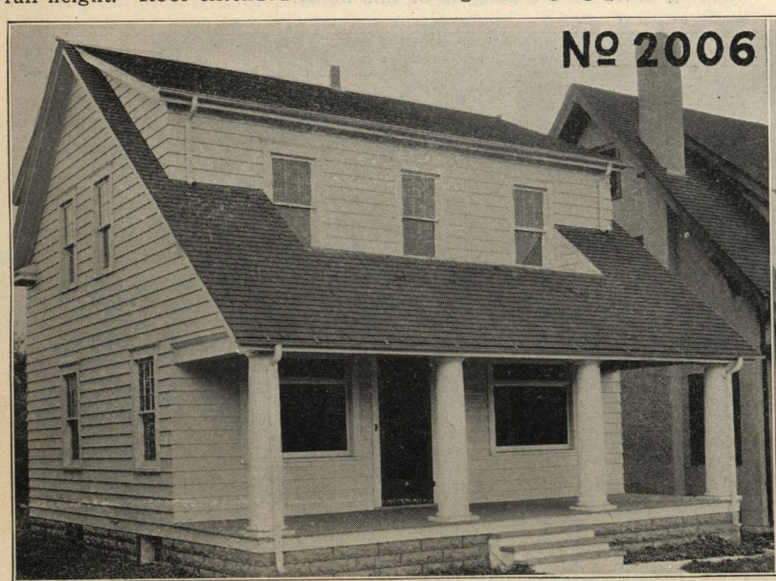
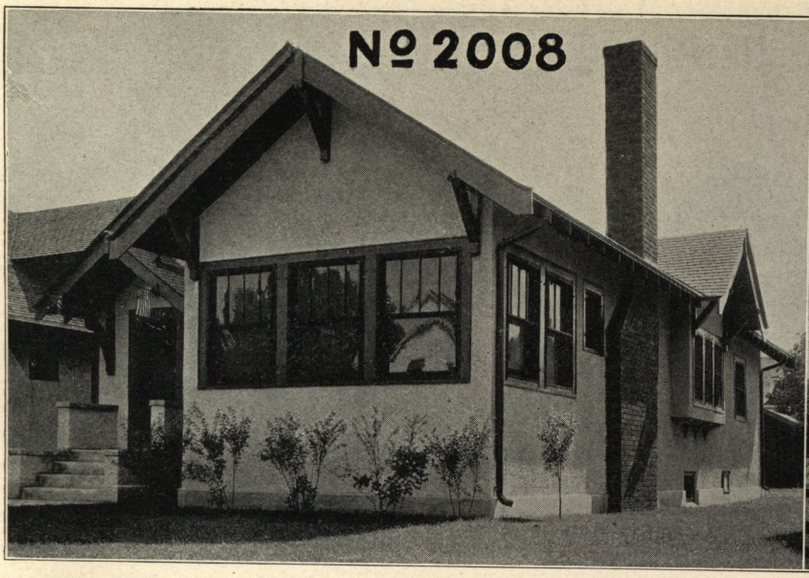
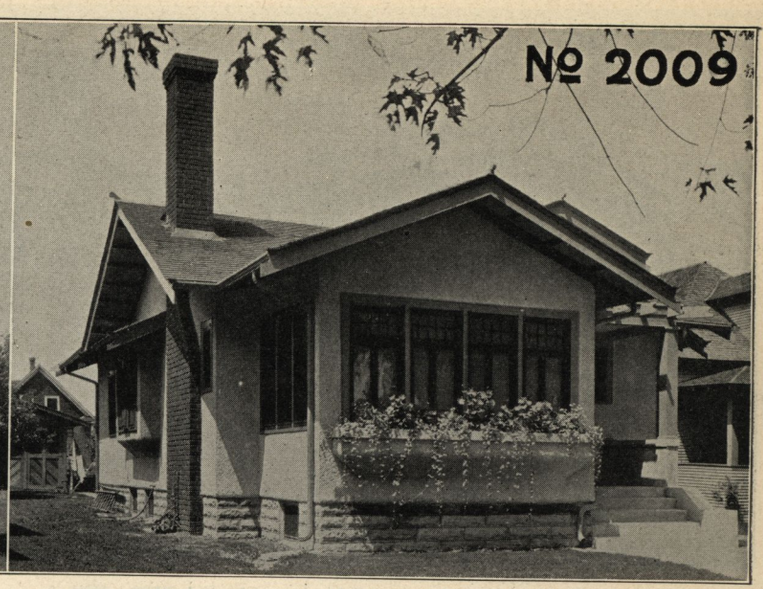


PLATE 31





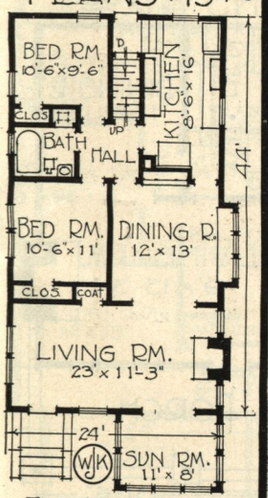
"No. 2008A. A beautiful design with all living rooms on ground floor. Main roof is entire width of house giving fine attic. Both A and B plans have grade cellar and kitchen entrance. B plan, being smaller, is cheaper to build."

"No. 2009. Another admirable plan similar to 2008, only reversed and not so much attic space, though a very good one at that as main roof ridge runs cross ways of plan. Porch can be glass enclosed as 'Sun Parlor.'"

PLATE 32

№ 2008-A

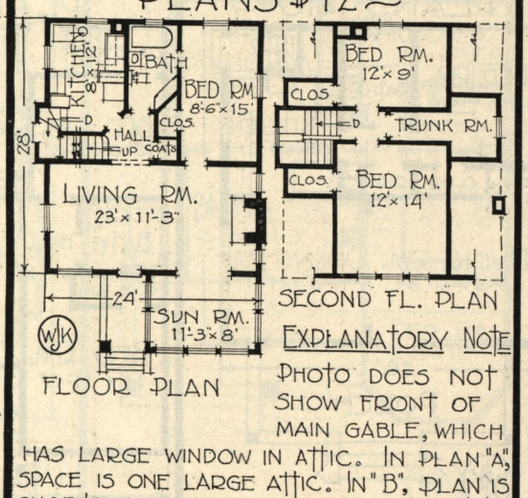
CLASS ~ 6
PLANS $15.00



FLOOR PLAN

№ 2008-B

CLASS ~ 5
PLANS $12.00



FLOOR PLAN

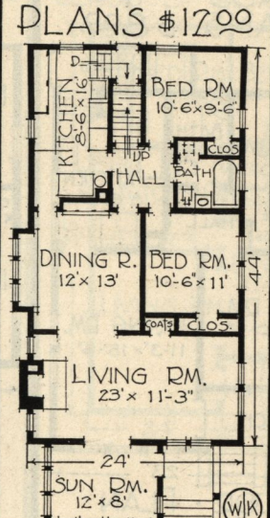
SECOND FL. PLAN

EXPLANATORY NOTE

PHOTO DOES NOT SHOW FRONT OF MAIN GABLE, WHICH HAS LARGE WINDOW IN ATTIC. IN PLAN "A," SPACE IS ONE LARGE ATTIC. IN "B", PLAN IS SHORTENED & DORMER ADDED ON LEFT TO GIVE HEAD ROOM, LIGHT, & DOOR HEIGHT.

№ 2009

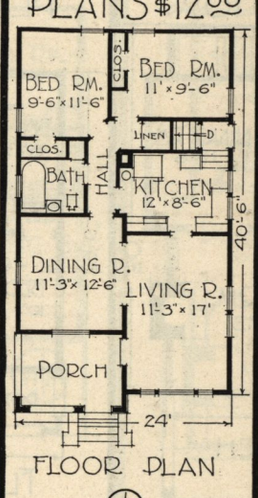
CLASS ~ 4
PLANS $12.00



FLOOR PLAN

№ 2010

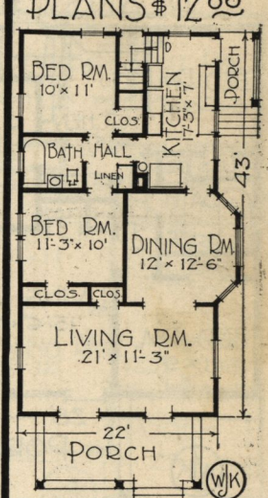
CLASS ~ 4
PLANS $12.00



FLOOR PLAN

№ 2011

CLASS ~ 4
PLANS $12.00



FLOOR PLAN

"No. 2010. A strictly one-story cottage and only 24 feet wide so it will go nicely on a narrow lot. Dining room reached from kitchen through hall would make a fine extra bedroom using end of living room for dining."

"No. 2011. Lots of family privacy in this plan but if entrance to chamber hall direct from dining room is desired, simply extend house back three feet adding space to living room, rear corner bedroom and hallway."

PLATE 33

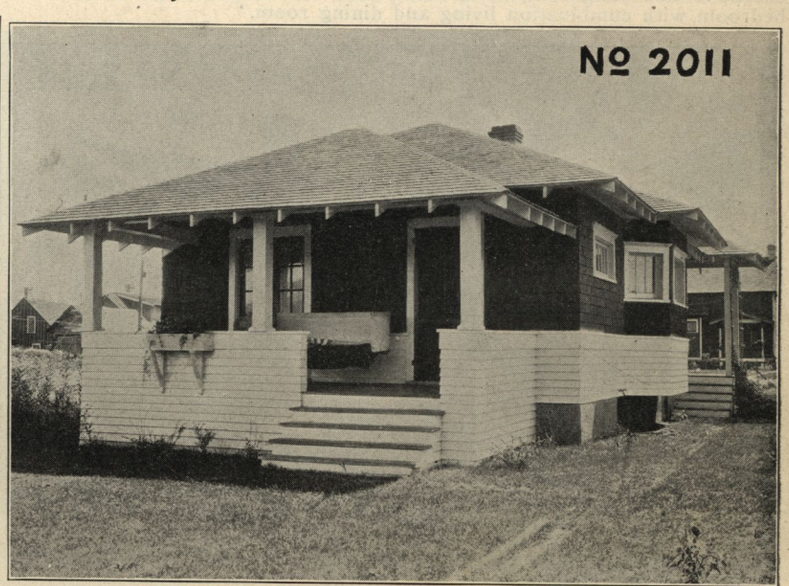
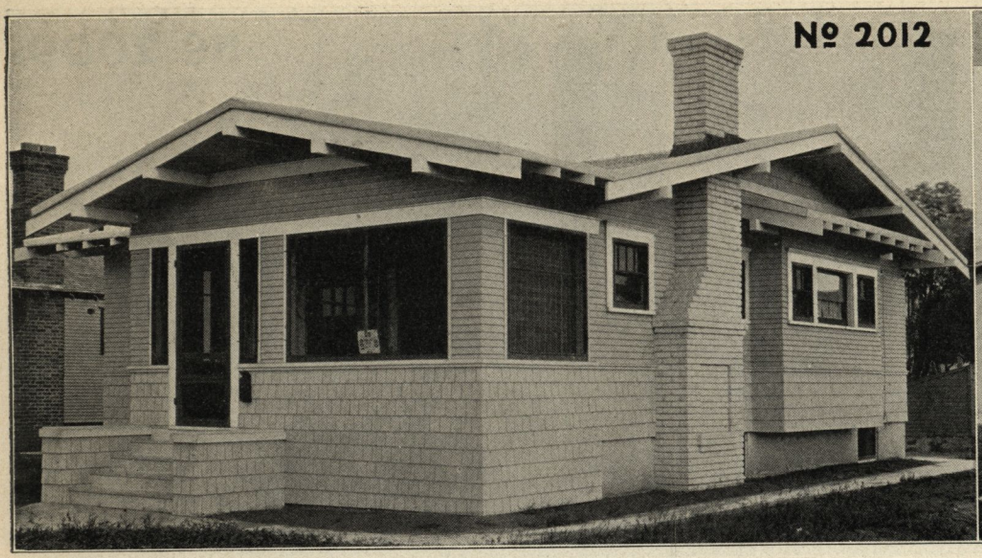


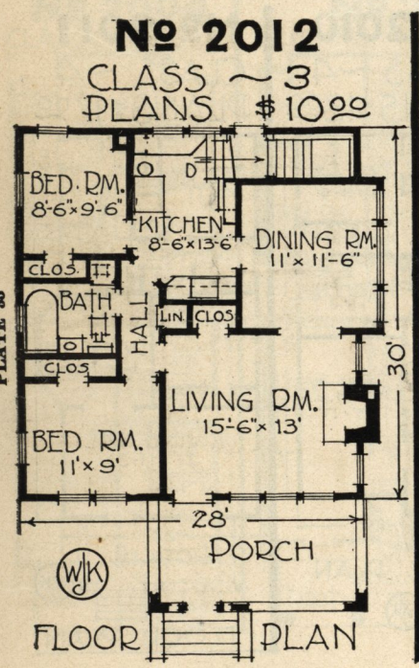
PLATE 34

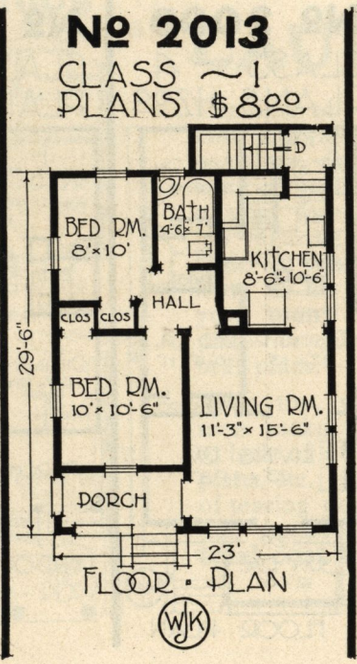


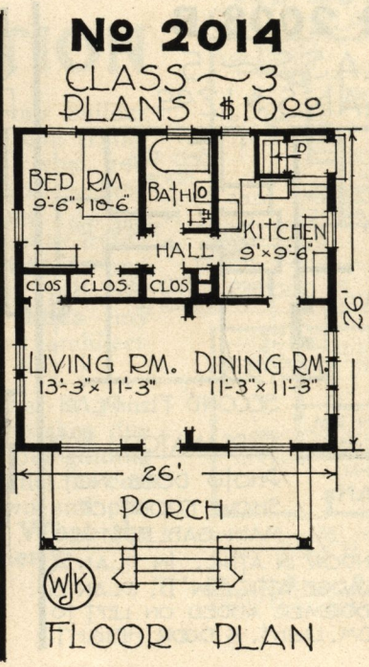
"**No. 2012.** Every single room with pleasant outlook and an interior that opens up fine. Porch could be enclosed as Sun Parlor. Clean cut in design and 'classy.' Economical to build. A 'sweller.'" Note the simple detail giving this design the fine effect.

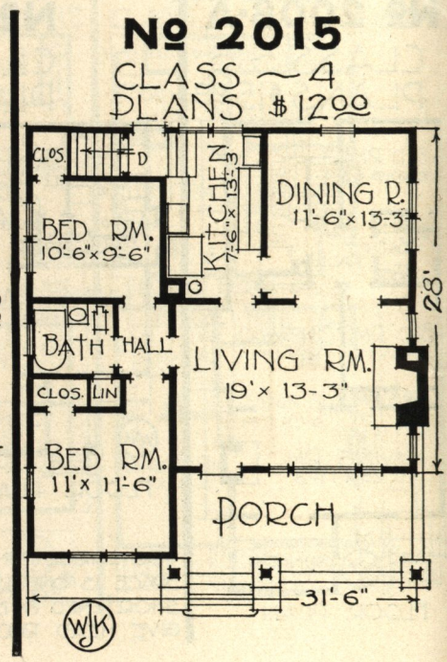
"**No. 2013.** Simple in design as can be but very fine in its lines and appearance. Not a penny wasted here in any way. Full basement under entire house. Grade cellar and kitchen entrance. One stove will heat it."

PLATE 35





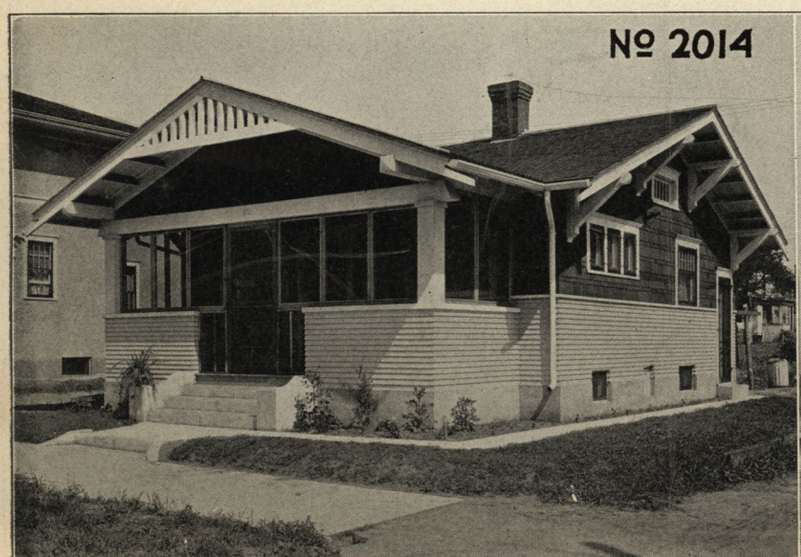


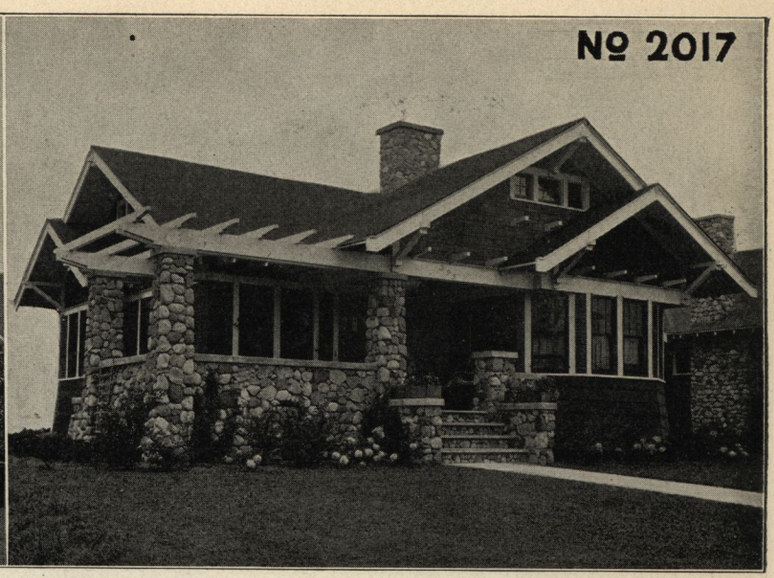


"**No. 2014.** The brown stained shingles in wide courses alternated with narrow and with siding used as a base, give particular charm to this design. Space at left of entrance door could be extra bedroom with combination living and dining room."

"**No. 2015.** Appearance much enhanced by brick used for porch and back to chimney up to rail height. No attic space except for ventilation and reached through scuttle in kitchen or hall ceiling." If porch were glassed in, same would make a fine sun parlor.

PLATE 36



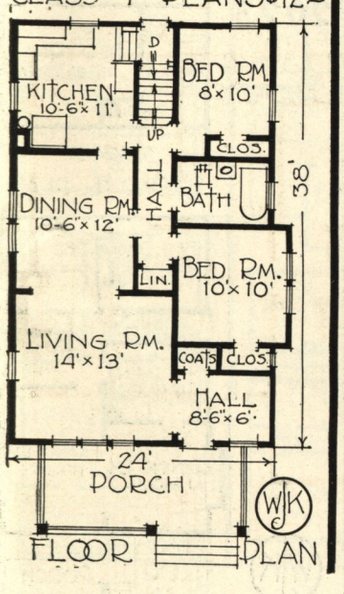


"**No. 2016.** Left half of porch is screened in. French doors from living room onto porch would be fine but cost a little more than regular windows. Space could be glass enclosed, making a fine 'Sun Parlor.'"

"**No. 2017.** Cobble stones for porch with wide and narrow shingle courses, alternated on walls with white trim, put the finishing touch on this pretty and practical home. Good attic space also."

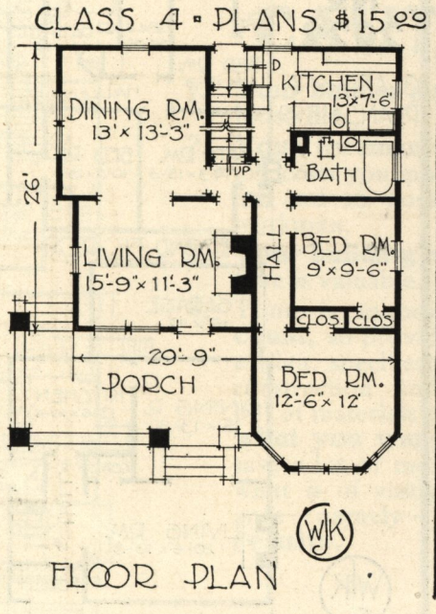
№ 2016

CLASS 4 ▫ PLANS $12.00



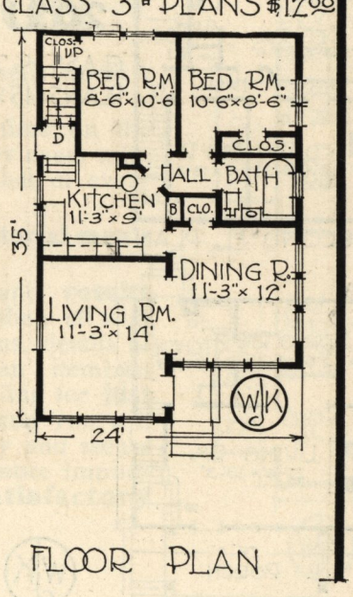
№ 2017

CLASS 4 ▫ PLANS $15.00



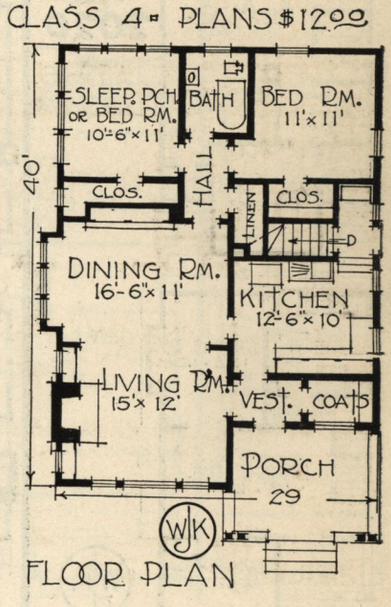
№ 2018

CLASS 3 ▫ PLANS $12.00



№ 2019

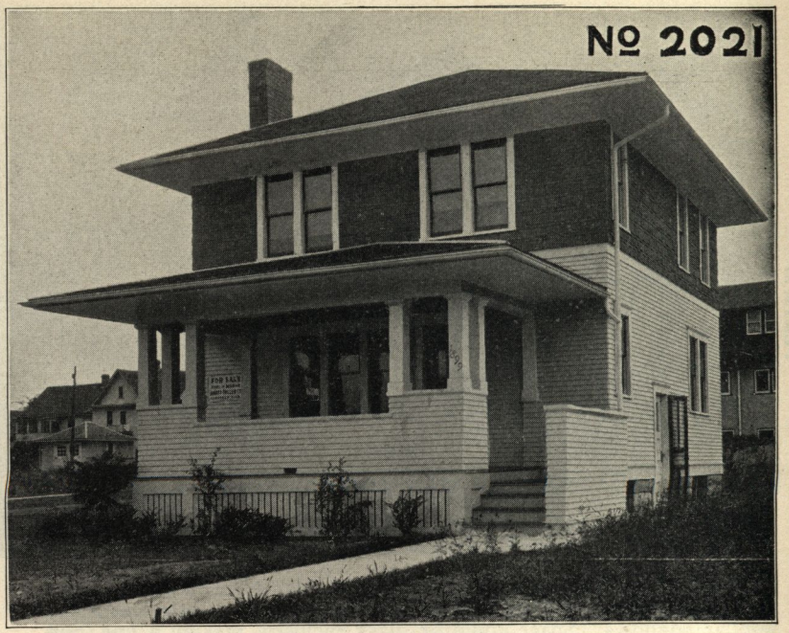
CLASS 4 ▫ PLANS $12.00



"**No. 2018.** The sunshine can certainly get into the rooms of this pretty cottage, and all summer breezes can blow through it. Practical of plan, economical of construction. Good attic, too."

"**No. 2019.** A very popular plan and design. Beautiful living and dining rooms and sleeping porch makes the additional bed chamber every family needs. Has grade cellar and kitchen entrance."

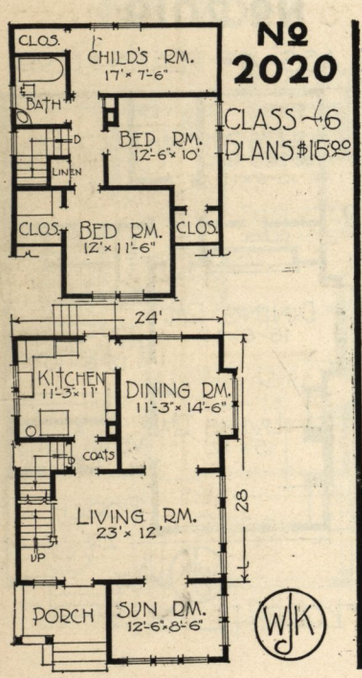
PLATE 40

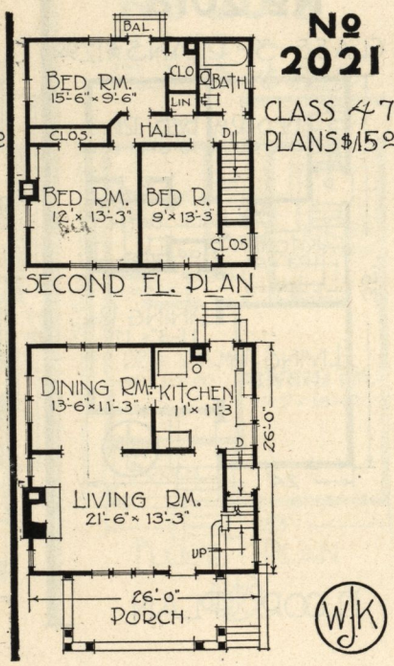


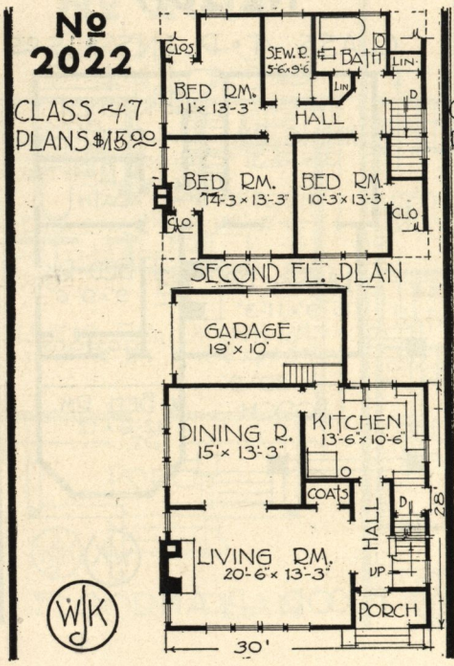
"No. 2020. All frame construction with stucco exterior and a clean cut, good looking design, simple and economical to build. Only 24 feet wide and fine for a narrow lot. Grade cellar and kitchen entrance."

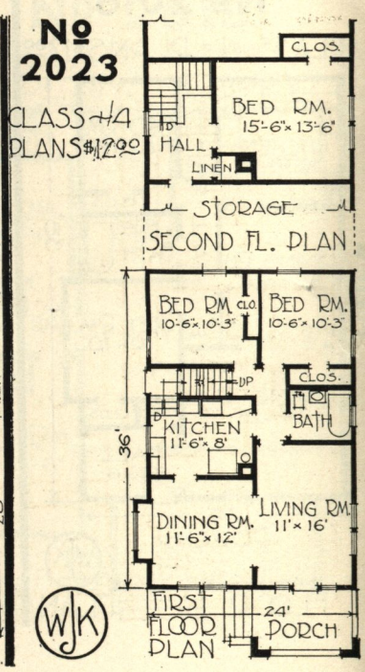
"No. 2021. A tiny two story. A 'sweller' only 26 feet square and has **everything.** Note the wide cornice which gives this home style and the dark-brown shingles of second story and moss green roof give the finishing touches.

PLATE 41









"No. 2022. A little gem of a Colonial cottage and only 30 feet wide so it can be built on a narrow lot. Not an inch of space or material wasted here. Combination grade cellar and kitchen entrance."

"No. 2023. Only 24 feet wide and a fine extra bedroom and lots of storage space in attic. Could not be cheaper to build and yet the artistic effect is fine and plan has all desirable features."

PLATE 42

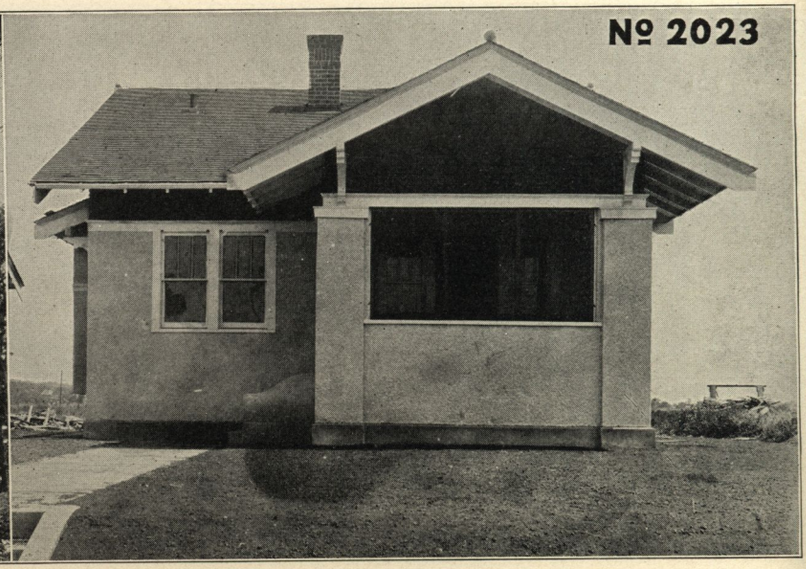
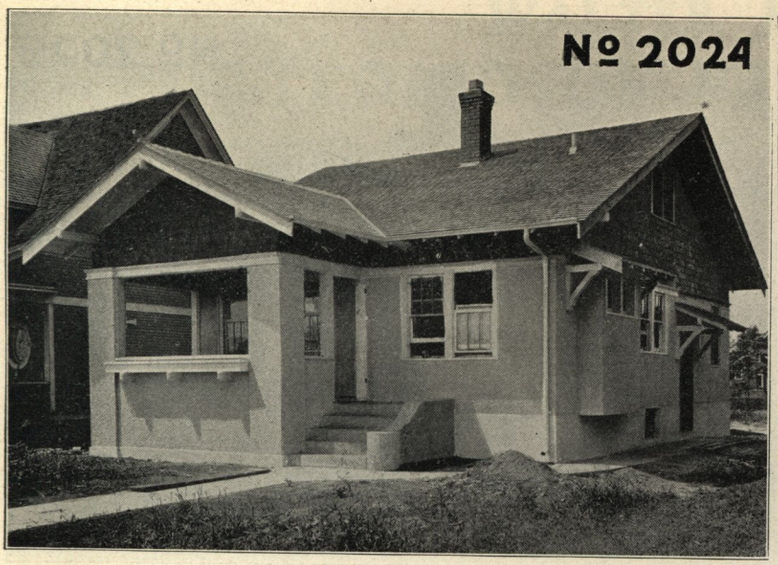


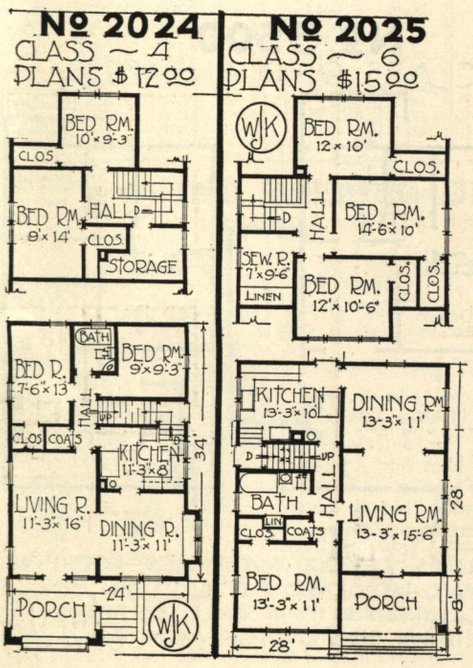
PLATE 43



"No. 2024. Stucco and shingles make a very pleasing combination in this design. Plan is excellent and has all desirable features. Two bedrooms in attic story make space for a large family. A fine home." Only 24 feet wide and 34 feet deep.

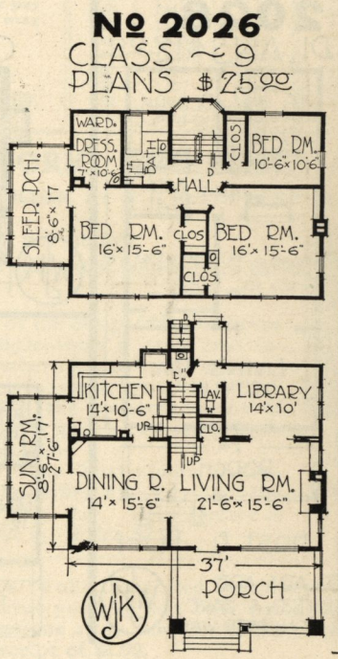
"No. 2025. This shingled cottage is a little gem. The plan, too, is beyond criticism. Only 28x36 including porch and yet a first floor bedroom and bath. Then look at the accommodations on the second floor. A "sweller.' "

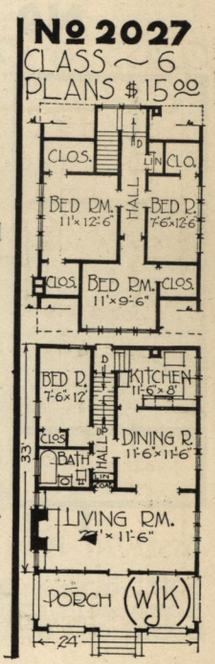
PLATE 44



CAUTION

1. **Your builder's** time is worth a lot to him.
2. **Your foreman's** time on the job costs you money every minute and so does that of every workman.
3. **Your building material man's** time is valuable.
4. Time is money and **results count,** so provide them all with a plan, specifications, details of construction and an itemized bill of materials calling for **just what you want** and you will save a lot of money and secure what is of vastly more importance—namely—**satisfactory results.**



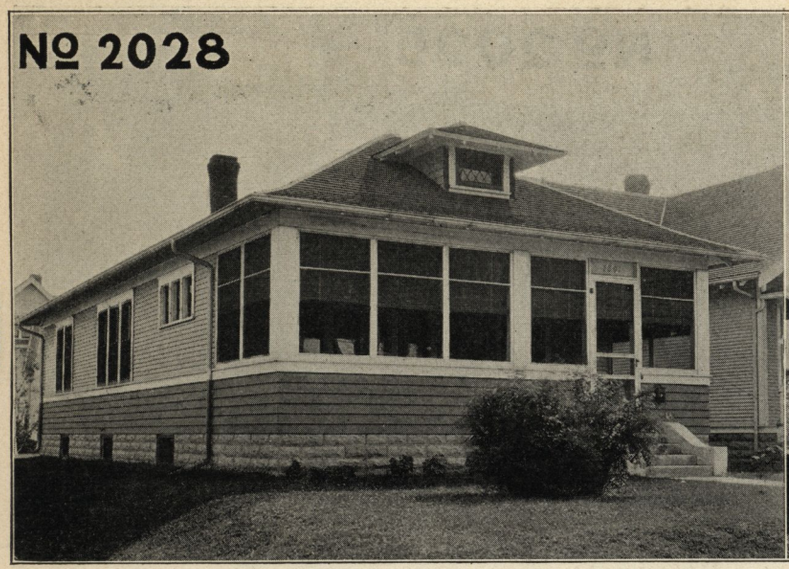


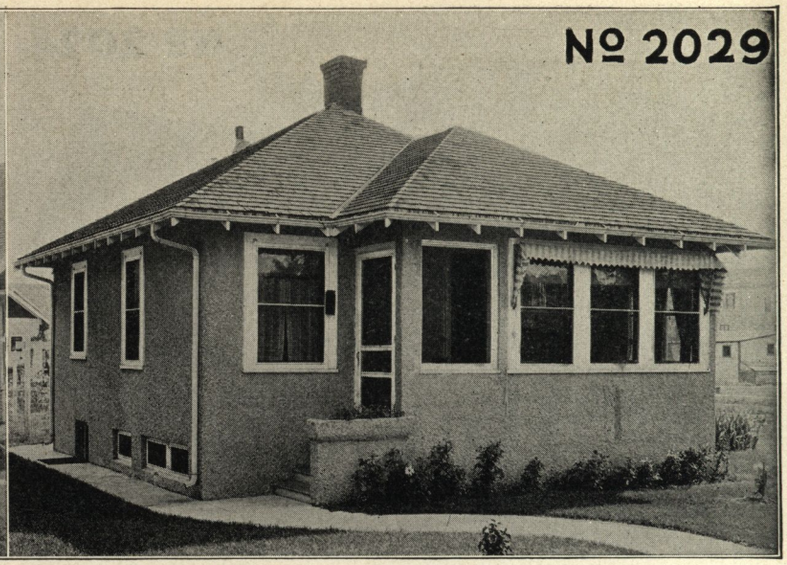
"No. 2026. A beautiful home with the charming Swiss wide projecting eaves and flat pitched roof. This complete modern home simply has everything—combination stair, first floor toilet, breakfast room, etc."

"No. 2027. Stucco exterior, very effective, splendid porch clear across front, ground floor bedroom and bath, grade cellar and kitchen entrance. A fine sun parlor could be made of one end of porch if desired."

PLATE 45

PLATE 46

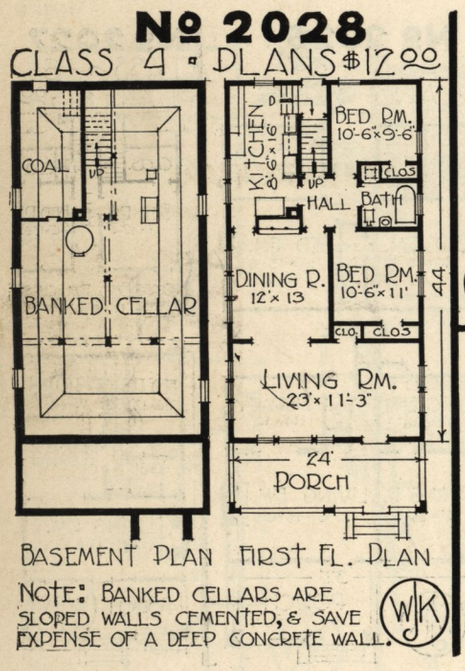


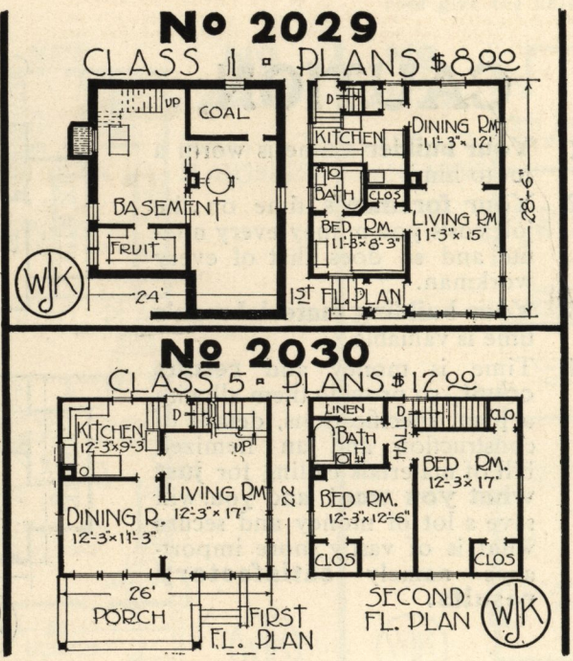


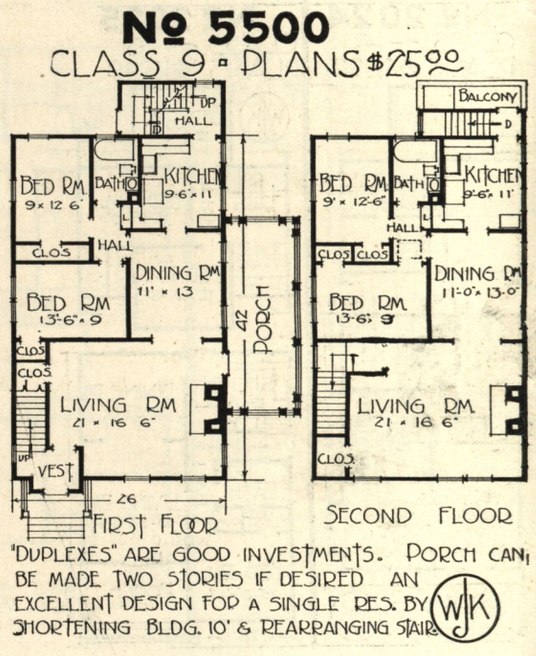
"**No. 2028.** A straightaway, practical plan and design. Good attic space, splendid porch, left half of which would make a fine sun parlor, with French doors opening from living room. Grade cellar and kitchen entrance."

"**No. 2029.** Only 24x28½ feet over all. End of living room makes a dandy sun parlor. Grade cellar and kitchen entrance. By building 'lean to' kitchen at rear, a second bedroom could be made of present kitchen."

PLATE 47



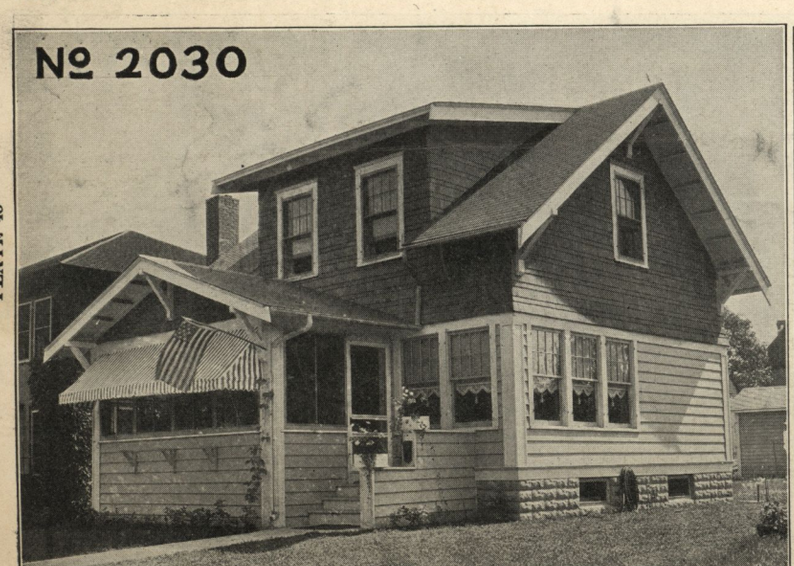




"**No. 2030.** Only 26x22 feet and just about everything included. By entering living room direct the porch could be glass enclosed and with French doors from dining room, would give splendid sun parlor."

"**No. 5500. A Prize 'Duplex.'** Can be equipped with one or two heating plants (one for each apartment). Attic reached by ceiling scuttle and stair-ladder in second floor apartment chamber hall, or by going up over front stairway."

PLATE 48



WALTER J. KEITH'S
PORTFOLIO OF PRACTICAL HOMES
PART TWO

DESIGNS SELECTED FROM Nos. 1 to 2000

Plate No.	Design No.	Price of Plans
93	164	$30.00
97	574	30.00
87	745	15.00
64	861	30.00
88	931	15.00
98	939	30.00
89	941	15.00
68	959	30.00
80	983	20.00
53	989	20.00
92	1018	20.00
84	1070	15.00
81	1080	8.00
98	1093	30.00
68	1104	25.00
84	1106	15.00
80	1107	10.00
81	1112	5.00
58	1113	30.00
89	1121	20.00
93	1123	25.00
58	1137	30.00
96	1206	25.00
88	1208	20.00
89	1211	20.00
82	1246	10.00
75	1247	15.00
56	1252	10.00
96	1257	40.00
58	1260	50.00
53	1301	15.00
87	1302	20.00
79	1303	10.00
92	1304	20.00
52	1305	20.00
87	1306	20.00
67	1307	20.00
53	1308	$15.00
59	1309	20.00
84	*1309B	10.00
54	1311	20.00
85	1312	15.00
67	1313	20.00
75	1314	15.00
52	1315	20.00
84	1316A	8.00
84	1316B	10.00
97	1317	25.00
75	1318	20.00
85	1319	10.00
81	1320	5.00
59	1321	25.00
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78	1326	15.00
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77	1352	20.00
92	1354	25.00
66	1355	25.00
80	1356	20.00

PRICES OF STOCK PLANS
DETAILS AND SPECIFICATIONS

BLUEPRINT WORKING DRAWINGS with specifications protecting the owner against loss or damage, providing for adjustments and giving a technical description of the work. Also a blank form of "Builder's Contract and Bond" ready for execution, for any of these designs will be forwarded promptly on receipt of the price stated.

ITEMIZED BILLS OF MATERIAL for any design will be furnished at one-third (33⅓%) the price noted for the plans in addition.

DUPLICATE SETS OF PLANS if ordered with original order $3.00 per set. If ordered subsequently $5.00 per set.

MINOR CHANGES from any of these plans can be readily provided for by simply attaching a memo of agreement to contract with builder, specifying variations desired.

MAJOR CHANGES. Supplementary drawings to go with stock plans will be furnished if desired, at a slight additional charge depending upon the amount of work involved.

REDRAWING ENTIRE PLANS OR "SPECIAL". If changes or adjustments are quite radical a low price will be quoted on redrawing the plans to special order giving everything exactly as it is desired.

LARGER PHOTOS we cannot furnish, but if desired complete working plans will be forwarded C. O. D. with privilege of examination *at express office* so every detail can be seen before you pay for them, or, within two weeks from date of shipment they may be *exchanged.*

When remitting by check please add exchange.

WALTER J. KEITH, Architect, Keith Bldg., Minneapolis, Minn.

Plate No.	Design No.	Price of Plans
59	1357	$25.00
69	1358	20.00
77	1359	25.00
56	1360	20.00
94	1361	30.00
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80	1410	25.00
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55	1416	30.00
86	1419A	7.00
86	1419B	7.00
90	1423	20.00
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96	1485	25.00
86	1486	15.00
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92	*1550B	20.00
81	*1610B	15.00
53	*1616B	25.00
83	1700A	10.00
83	1700B	8.00
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85	1703B	10.00
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83	1706A	8.00
83	1706B	10.00
86	1708	12.00
83	1709	10.00
72	1715	30.00
72	1716	35.00
74	1722	35.00
63	1725	15.00
63	1726	20.00
71	1752	35.00
91	1753	15.00
71	1756	20.00
91	1760	20.00
63	1762	20.00
71	1770	40.00

"THE BUILDING OF IT"
COPYRIGHTED 1915 BY W. J. KEITH

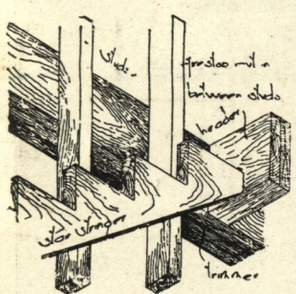

Fig 15 Framing Stair Opening to allow Studs to run by Trimmer

See that your home is built "right" by supervising the construction yourself. With the aid of this book you can do it to perfection.

Would Not Take $25 for His Copy

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"Relative to 'The Building of It,'—After I had read five or six pages of it, I found it worth the dollar; when I had read it half way through, I thought it worth $5; and now that I have finished it I would not take $25 for it if I could not get a duplicate. Permit me to congratulate you on doing so much to elevate the art of building and to bring it within the compass of the average man. Any one who buys it and follows the instructions therein contained, will find that he is benefited more than he will think possible before reading it."

"HISTORIC ARCHITECTURE"
FOR THE HOME-BUILDER, BY W. J. KEITH — NOT A BOOK OF PLANS

"Out of the old fields,
Cometh al this new corne."
—Chaucer.

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OLD ENGLISH FRONT
15th CENTURY WORK
(Fig. 39, P.252 Hist. Arch.)

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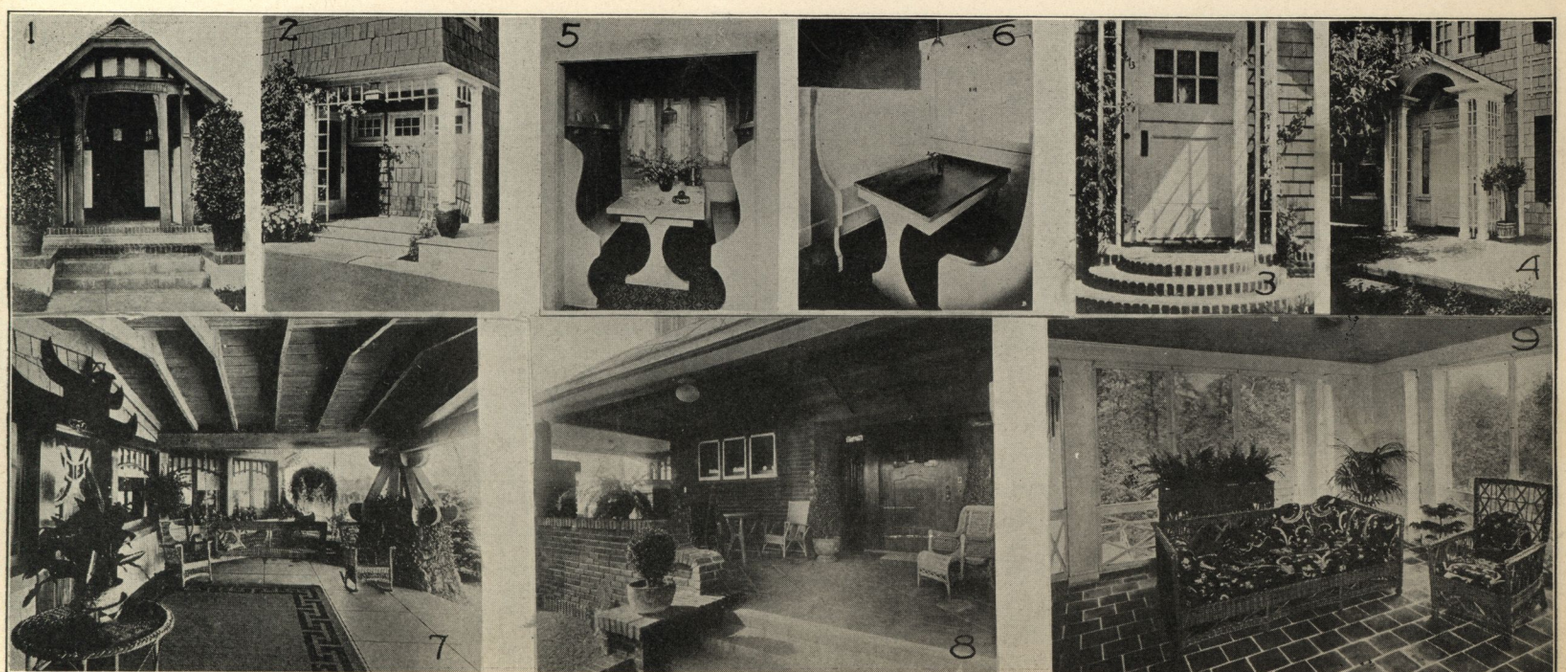
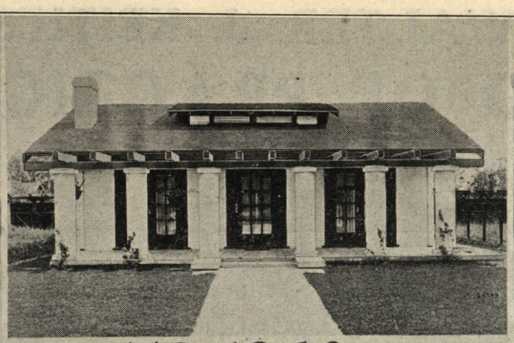
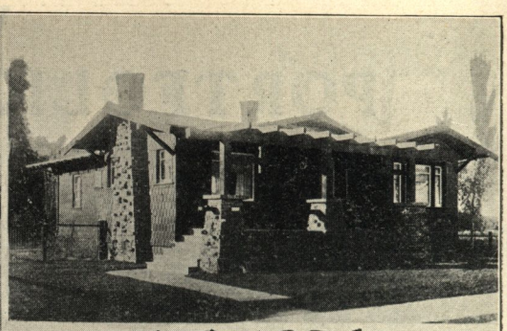


PLATE 62

PLATE 51





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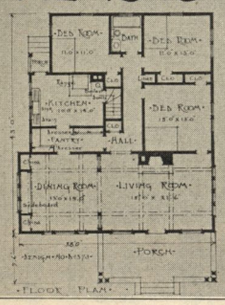

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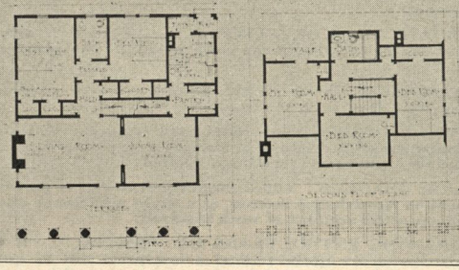

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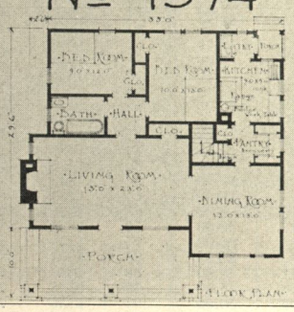

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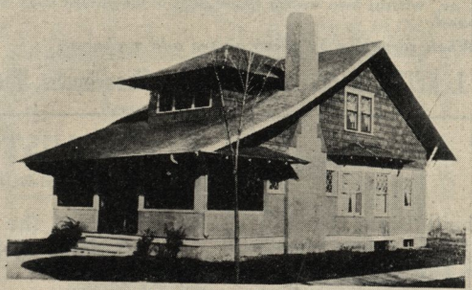

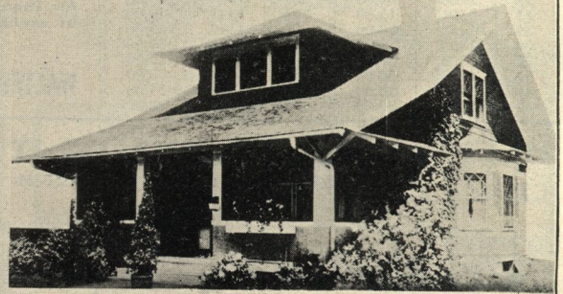

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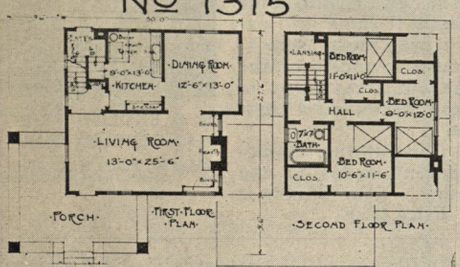

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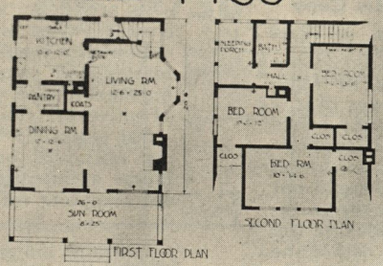

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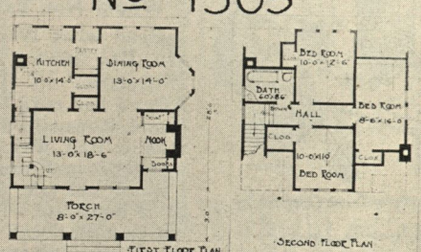

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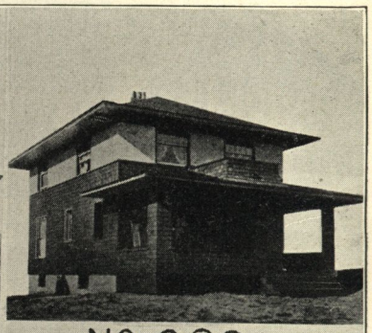

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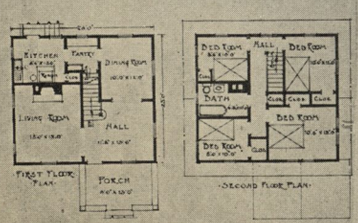

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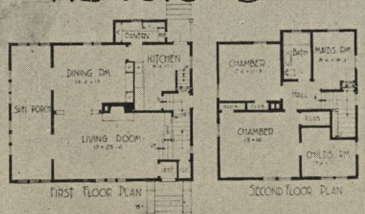

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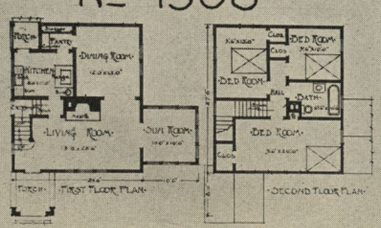

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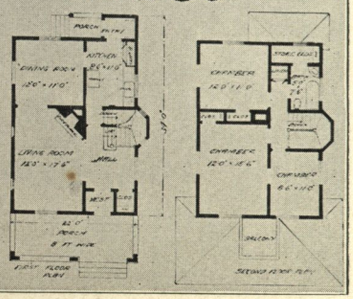

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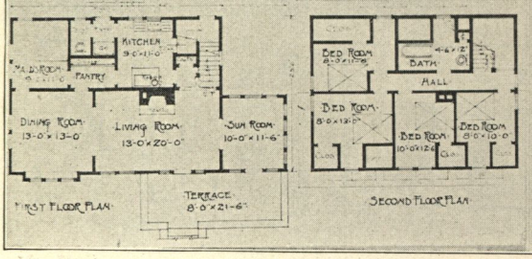
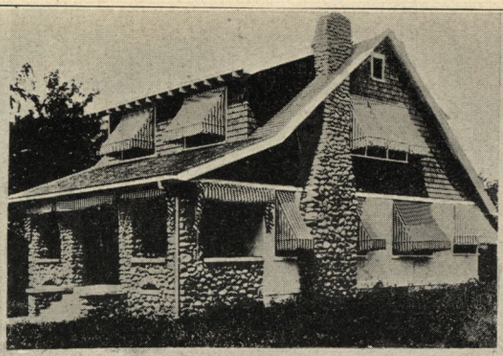
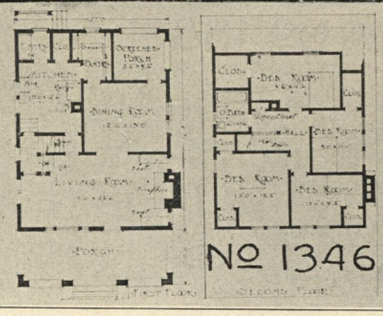
PLATE 54

No 1311







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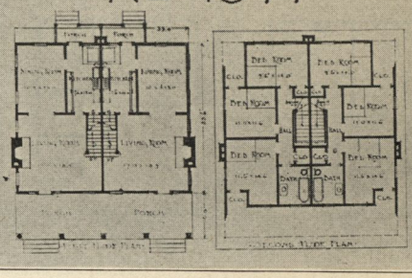
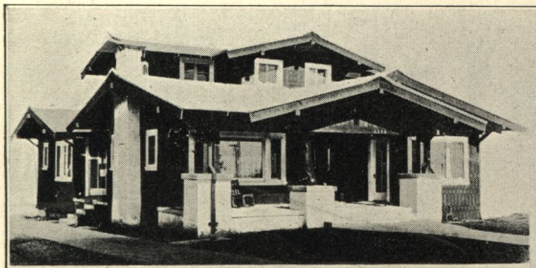


PLATE 55



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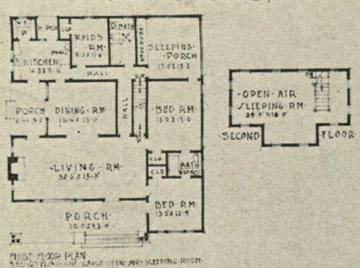

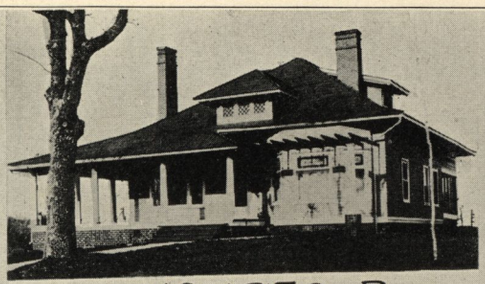

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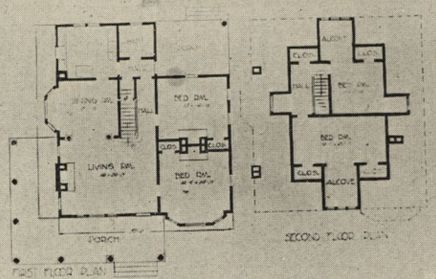

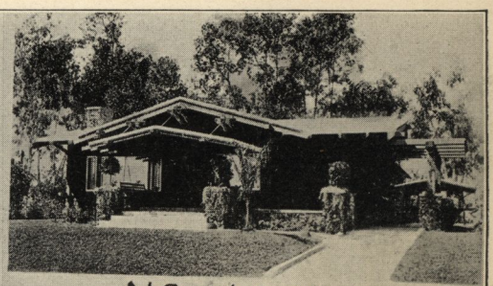

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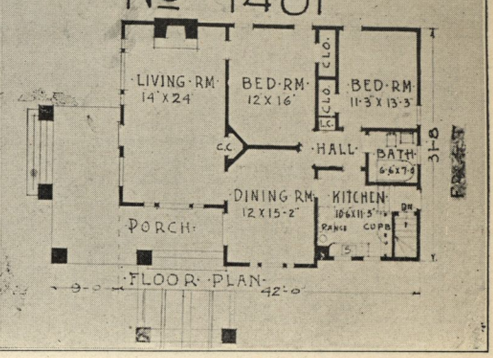

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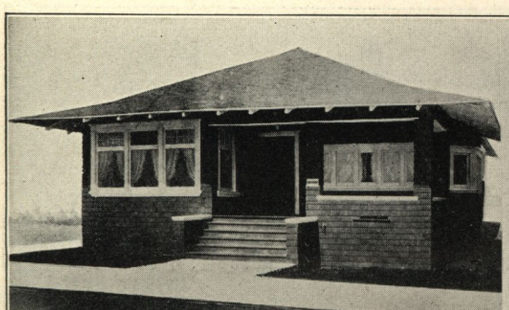

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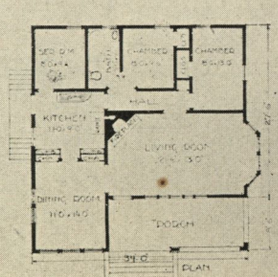

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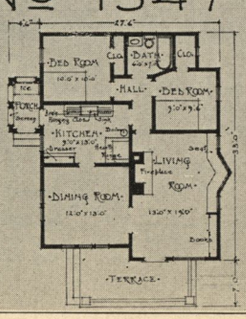

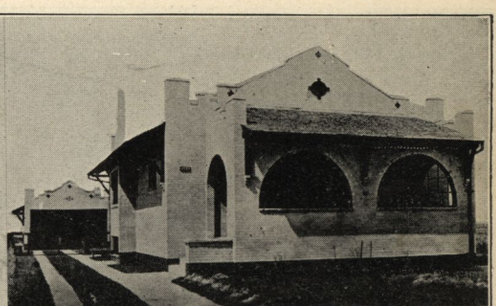

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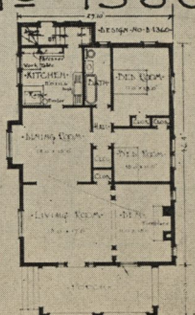
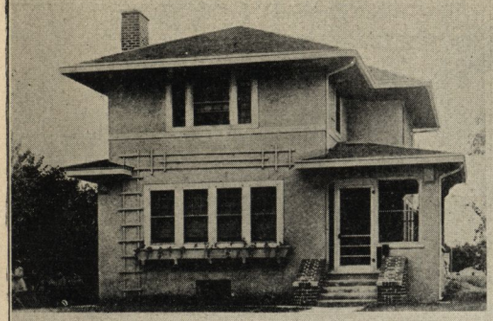


PLATE 57



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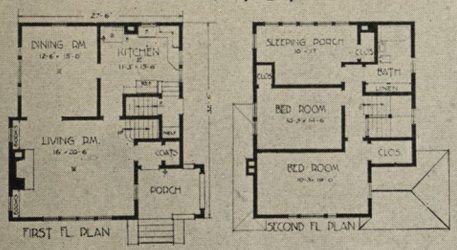

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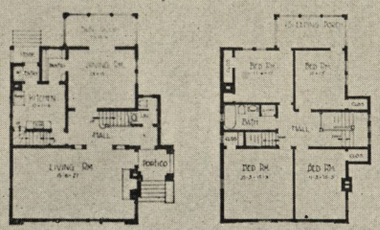

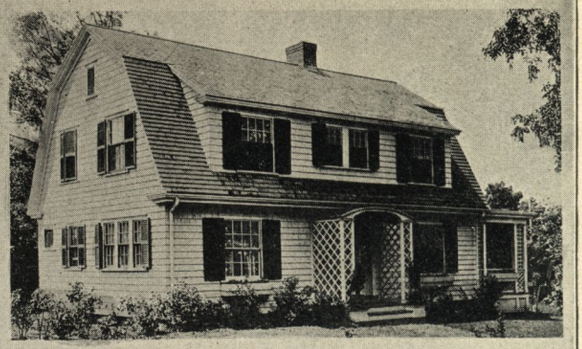

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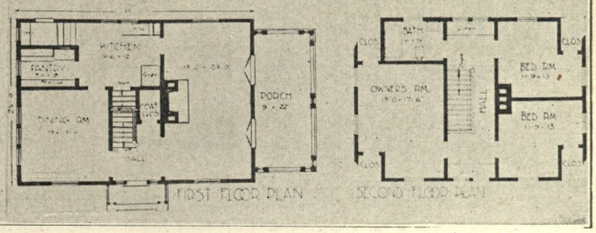
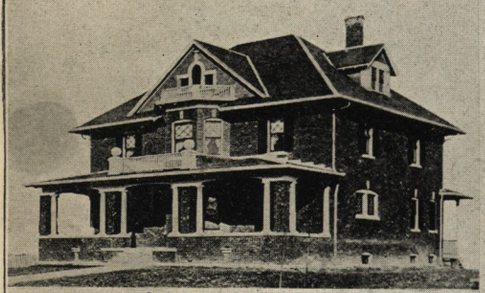


PLATE 58



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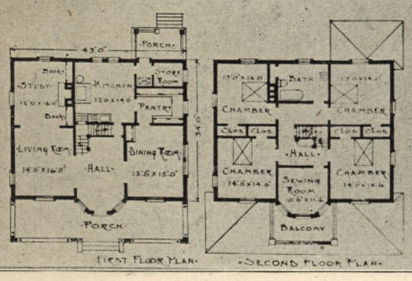

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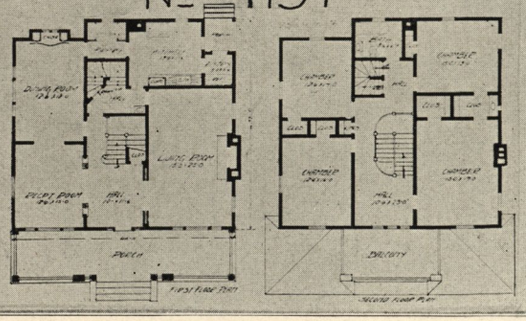

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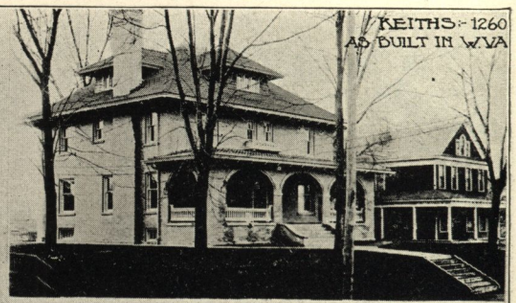

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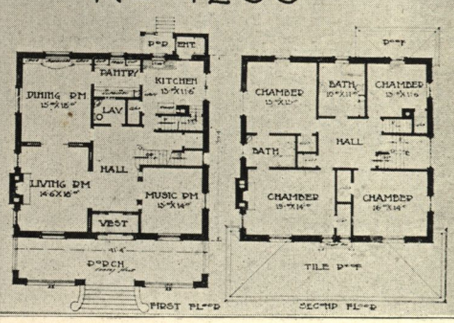

PLATE 59

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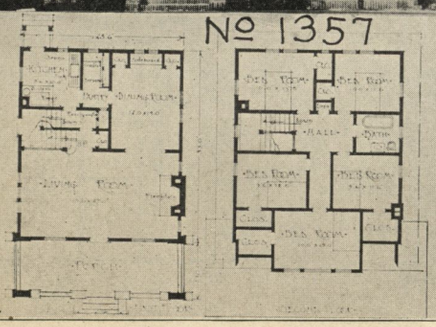

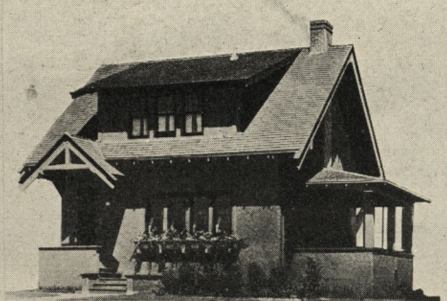

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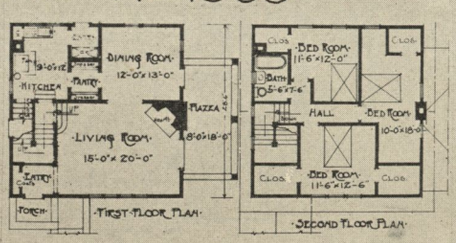

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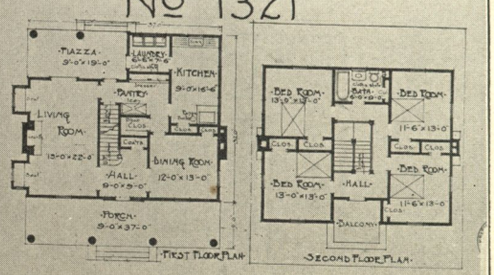
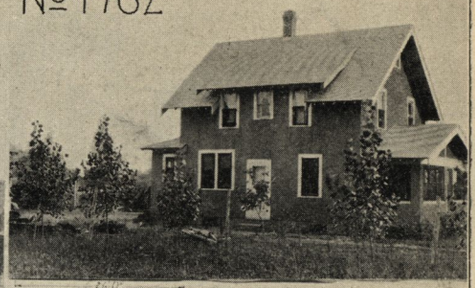


FOR PRICES OF PLANS SEE PAGE 17, PLATE 61

PLATE 63

№ 1725

№ 1726



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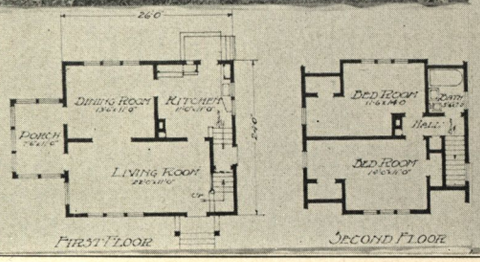
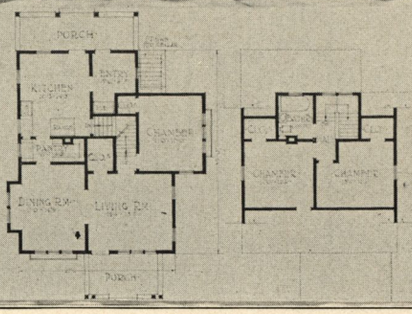
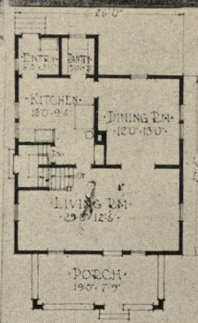






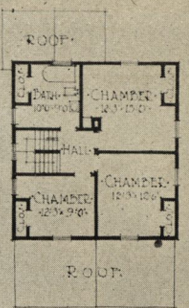
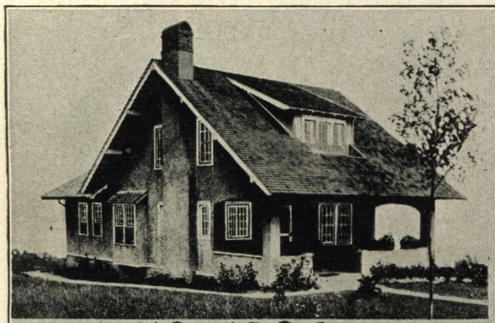


PLATE 64



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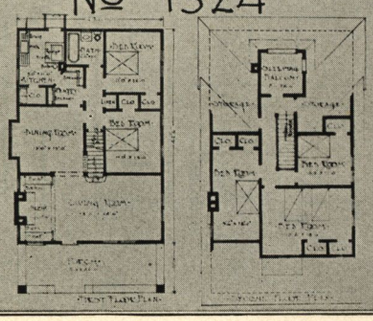

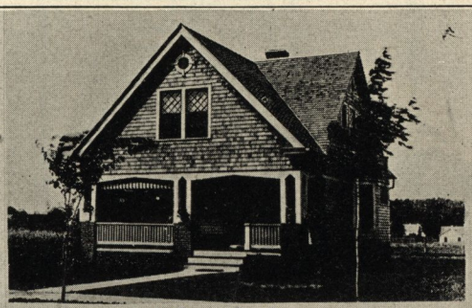

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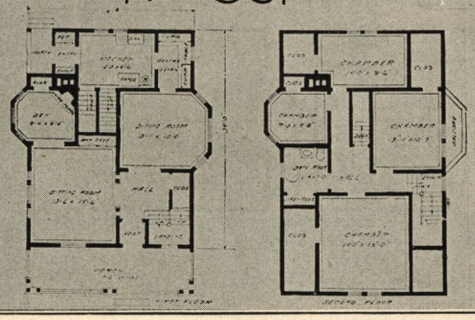

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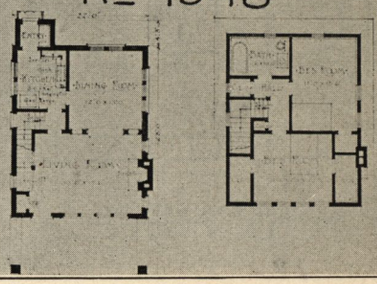
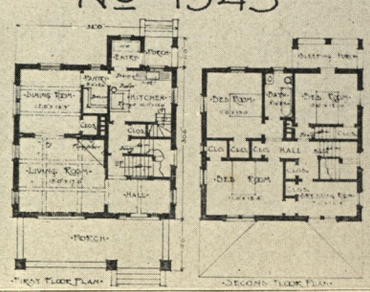
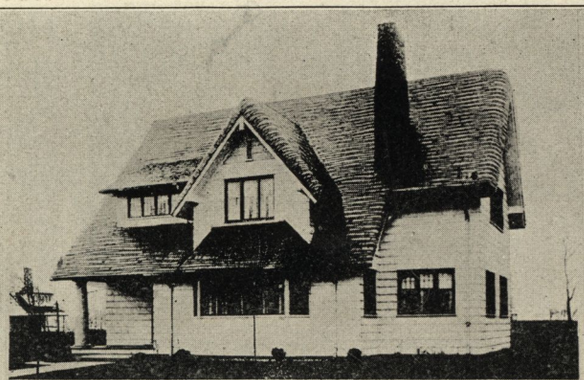


PLATE 65

№ 1343





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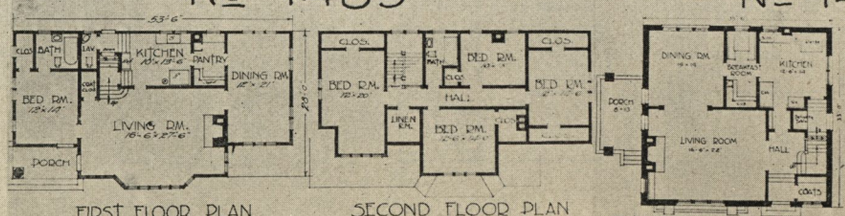

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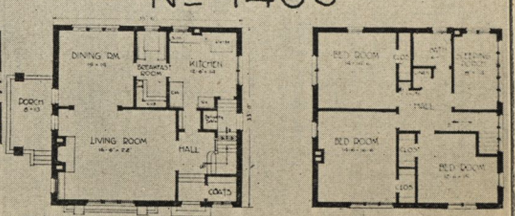
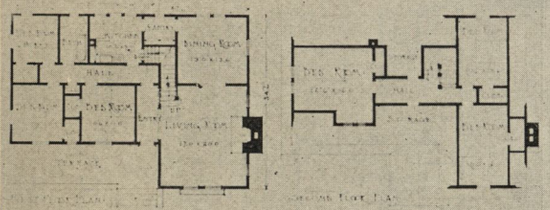
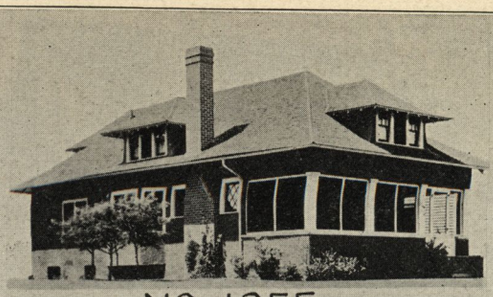


PLATE 66

No 1365





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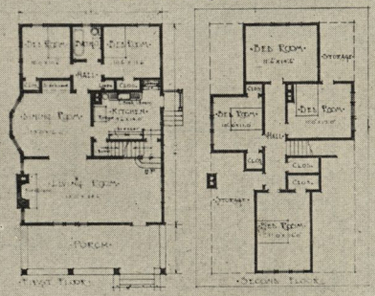

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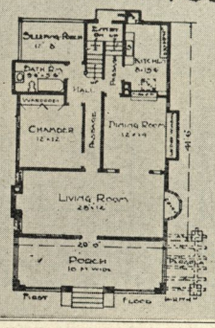


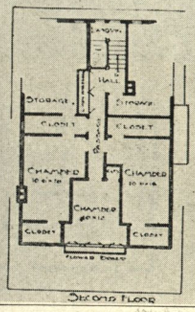
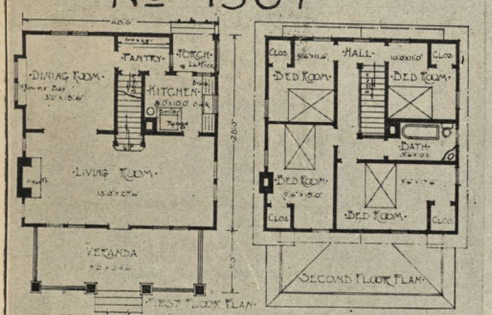
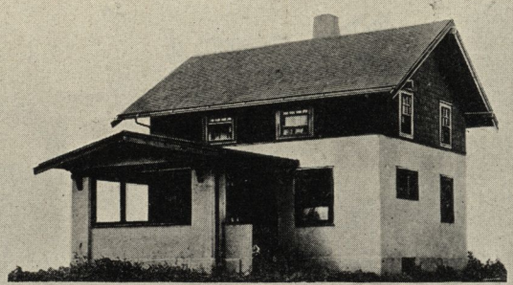


PLATE 67

No 1307





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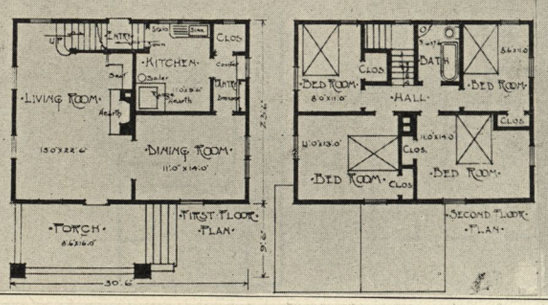

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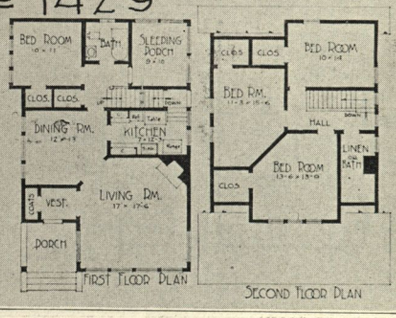
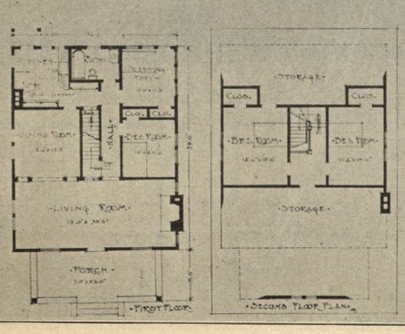


PLATE 68

No 1340



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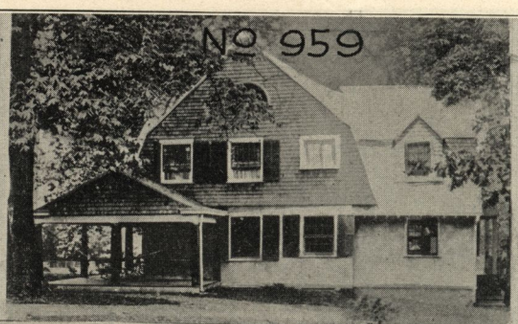

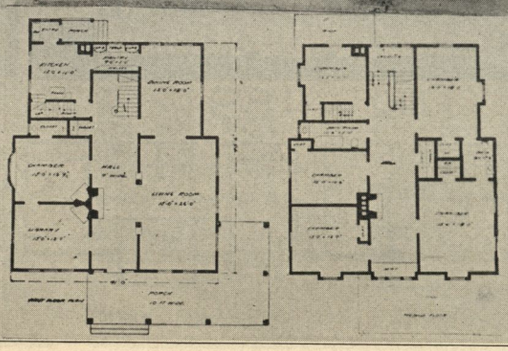

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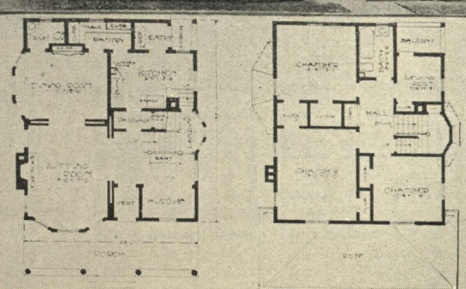
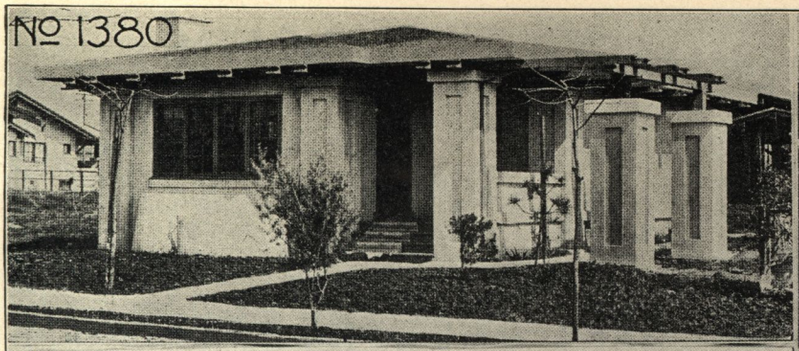
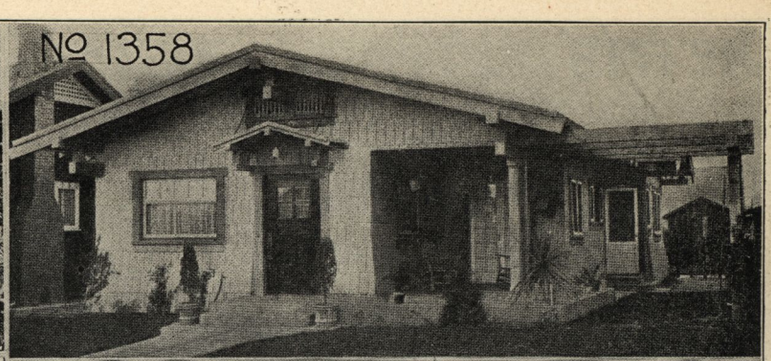
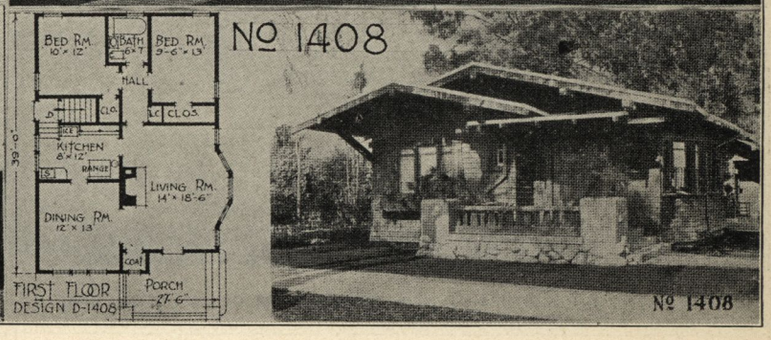
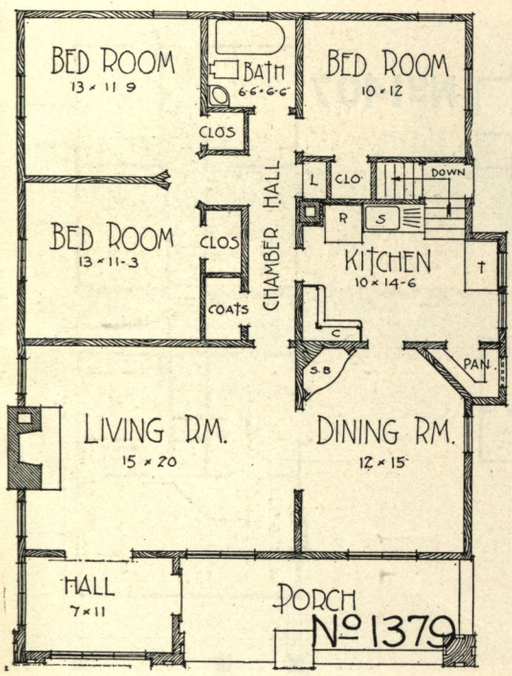


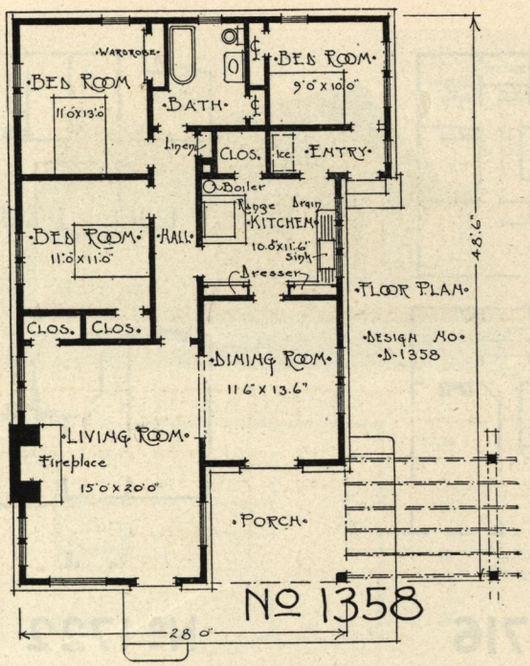
FOR PRICES OF PLANS SEE PAGE 17, PLATE 61

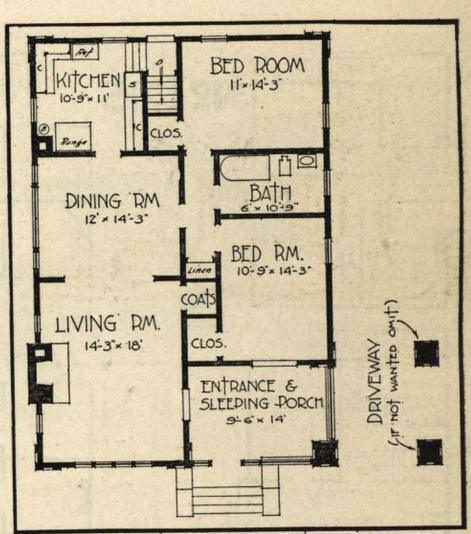


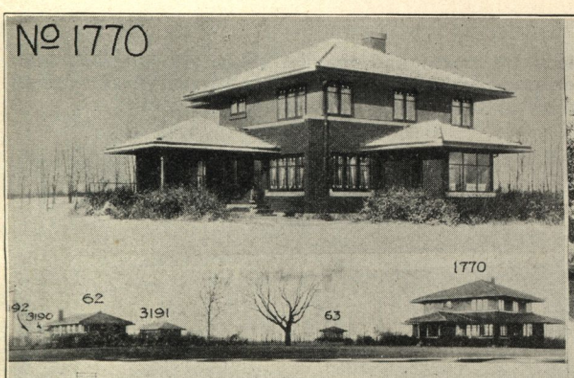


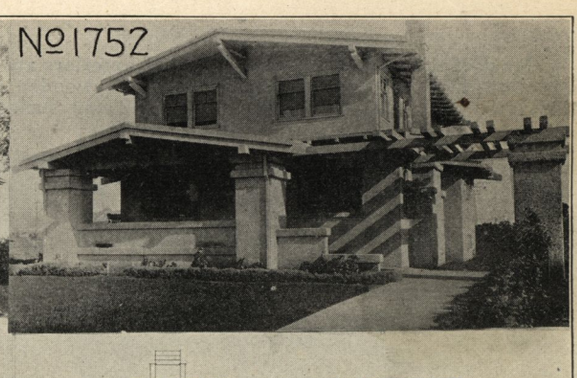


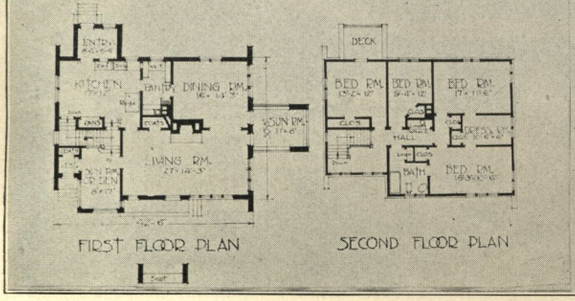


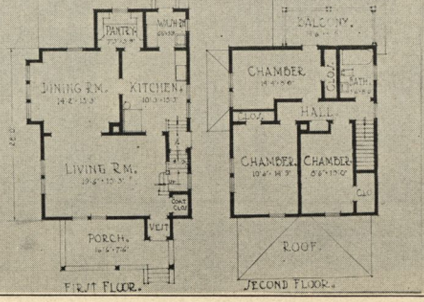


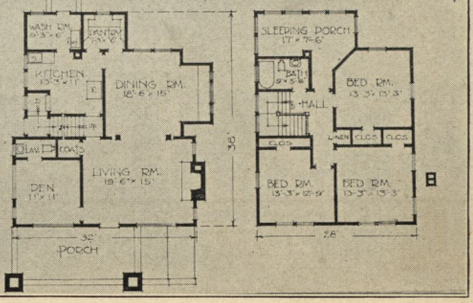






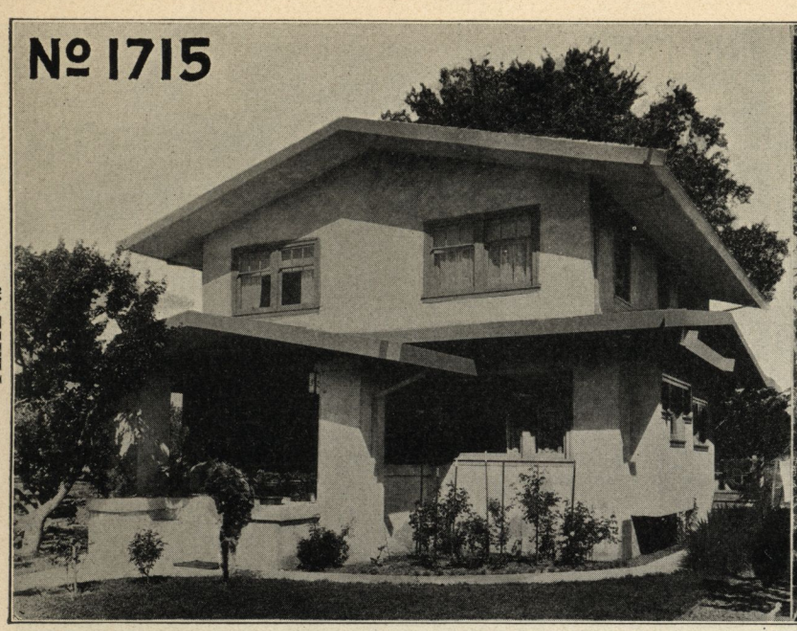






WALTER J. KEITH, ARCHITECT, MINNEAPOLIS, MINN.

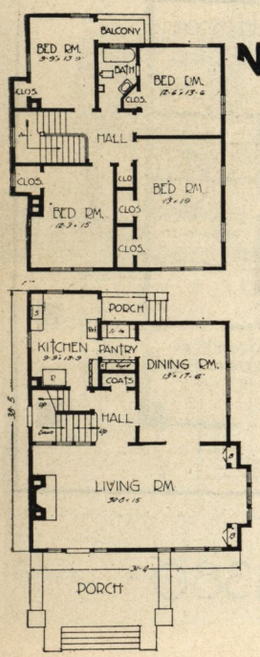
PLATE 72

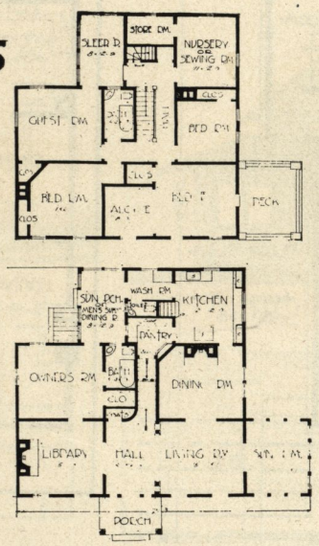


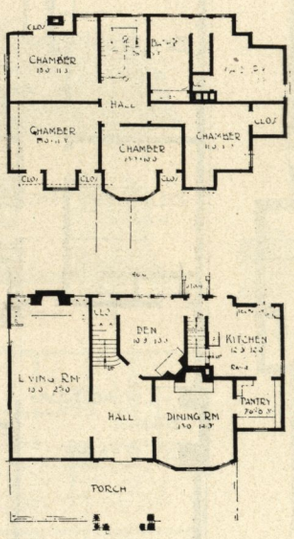
"No. 1715. An example of what simplicity in design, when properly studied, will accomplish in effect."

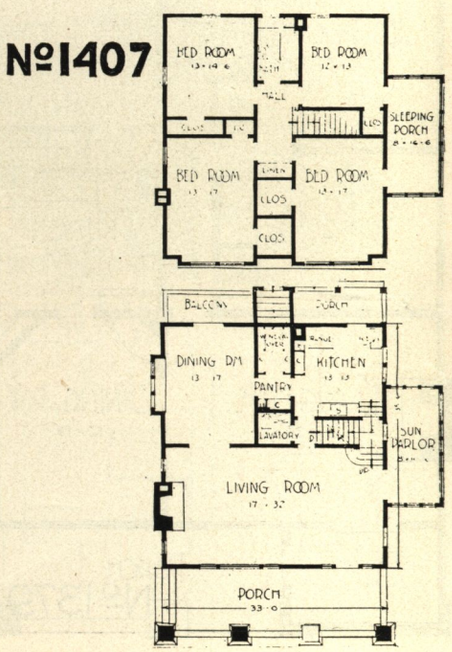
"No. 1716. The dwellers on broad acres should have all the comforts. This provides them, even to office on first floor."

PLATE 73



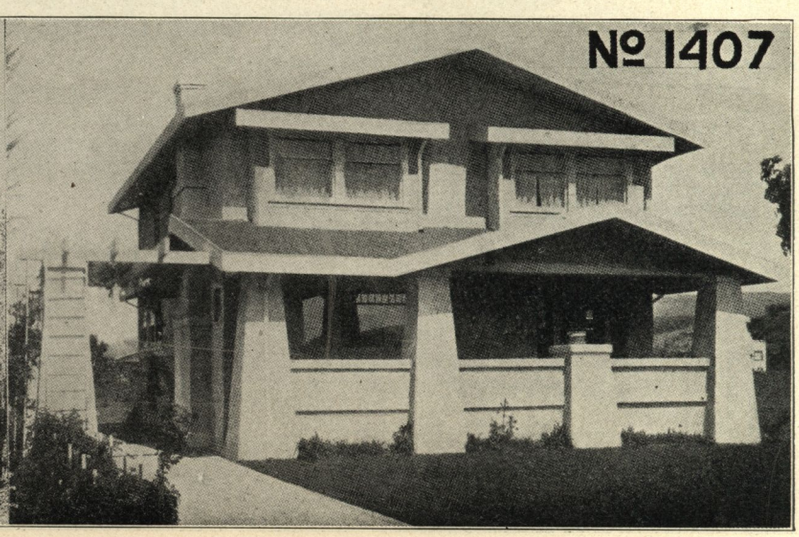






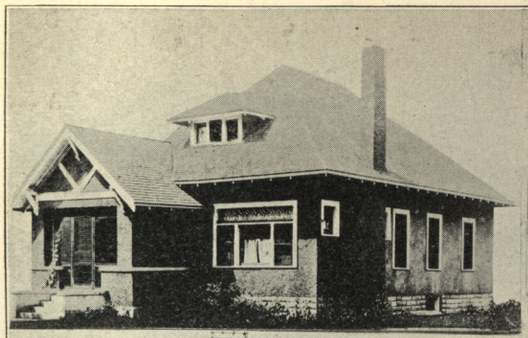
Most of the designs showing "stucco" exteriors are of frame construction, i.e., stuccoed on metal lath on the wooden wall. Designs like Nos. 1715, 1407, 1752, 1379, 1380, 1382 and such are admirable subjects for stucco treatment and the flat roofs are not only economical of construction and very desirable, but secure for the design a very charming effect that cannot be obtained otherwise

PLATE 74

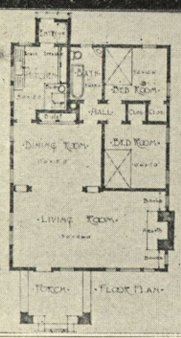


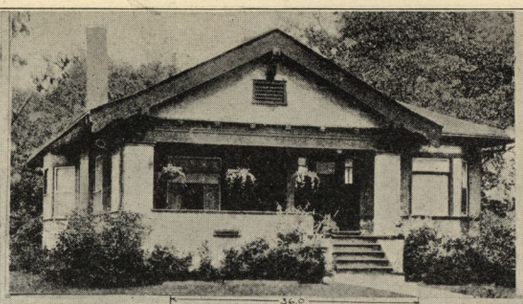
FOR PRICES OF PLANS SEE PAGE 17, PLATE 61

PLATE 75



No 1314





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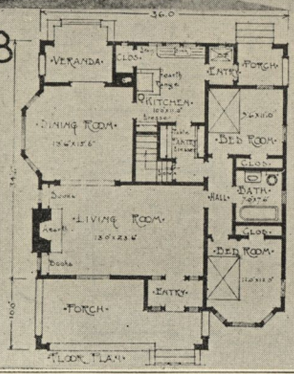

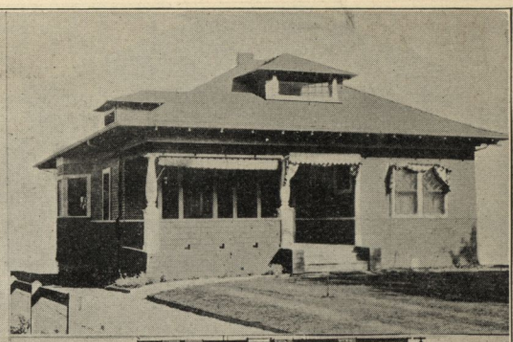

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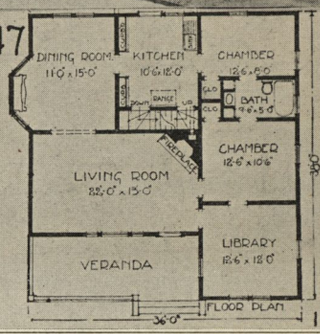
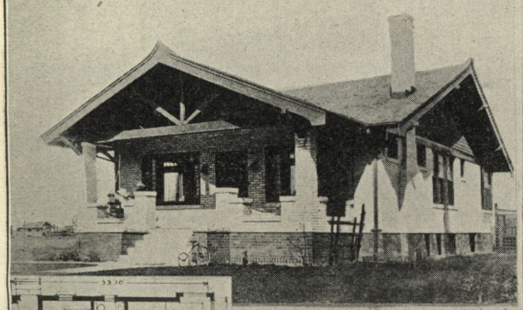
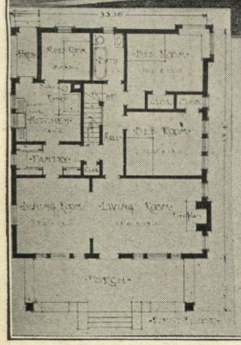


PLATE 76





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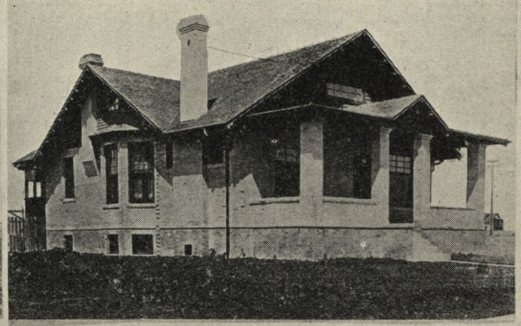

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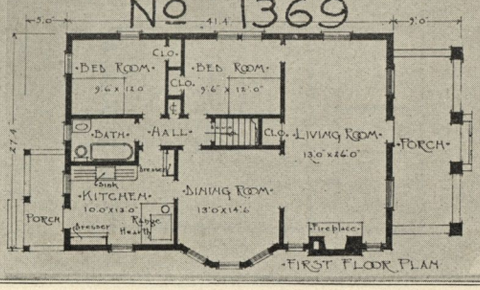

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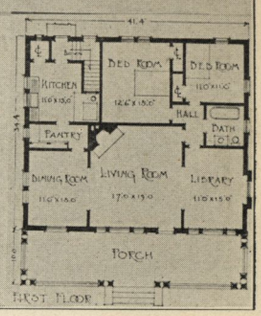
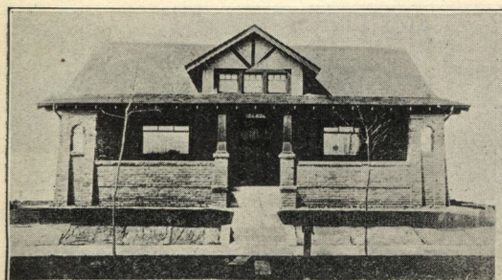


PLATE 77



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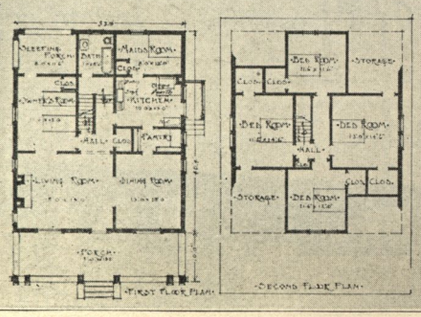

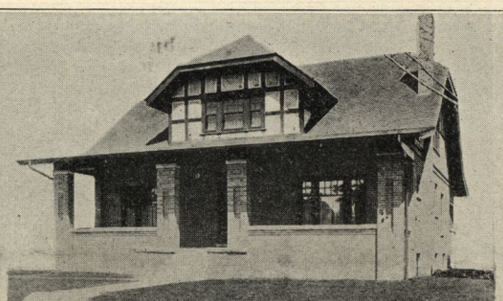

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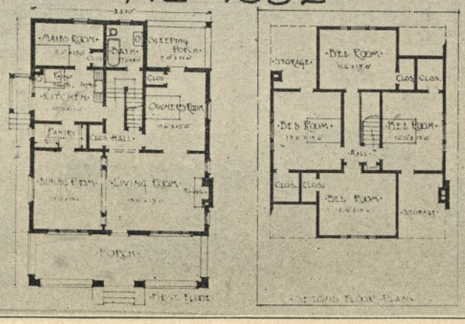

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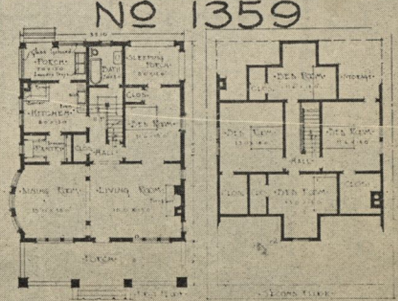
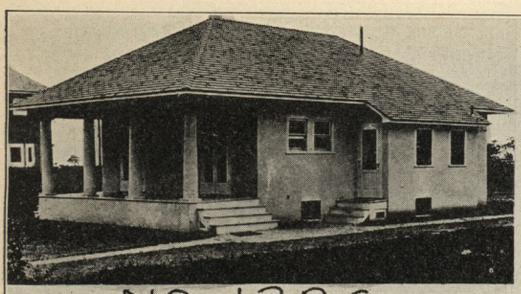


PLATE 78



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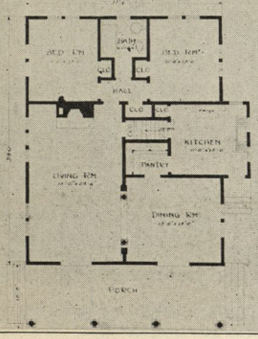

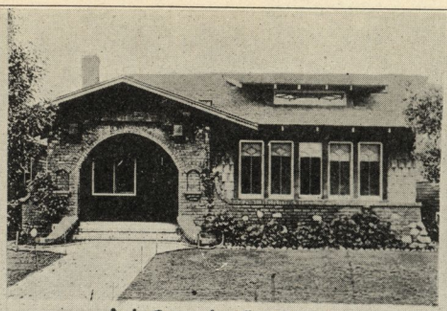

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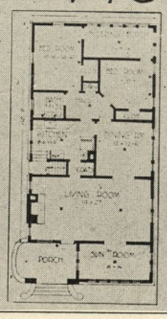

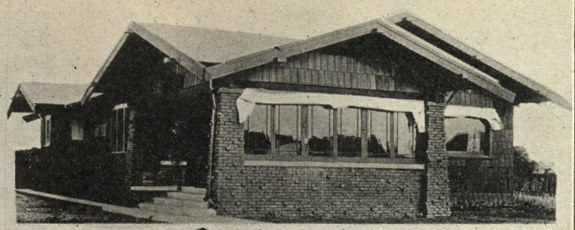

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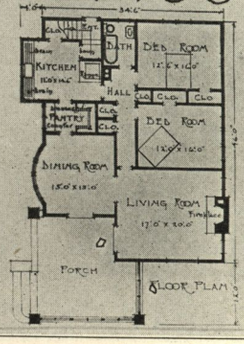
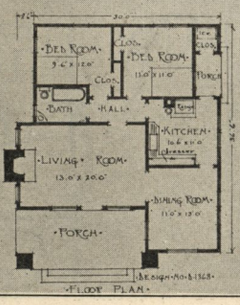


PLATE 79

No 1368



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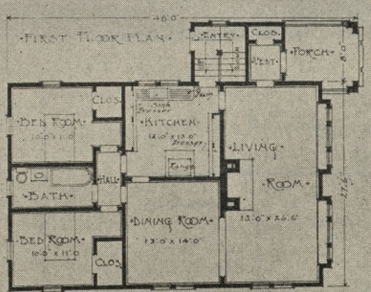

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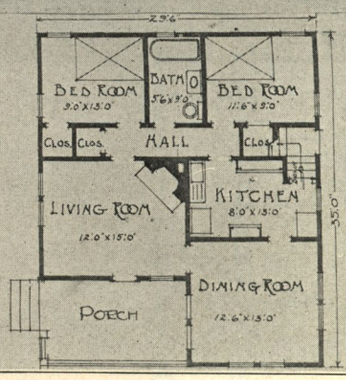
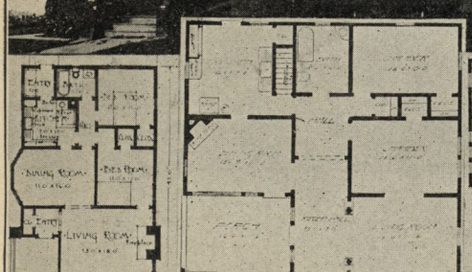


PLATE 80

No 983



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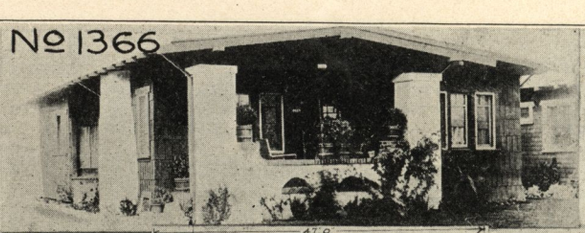

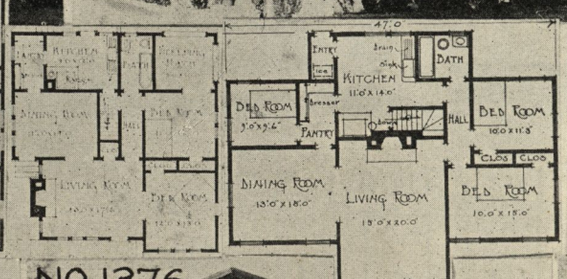

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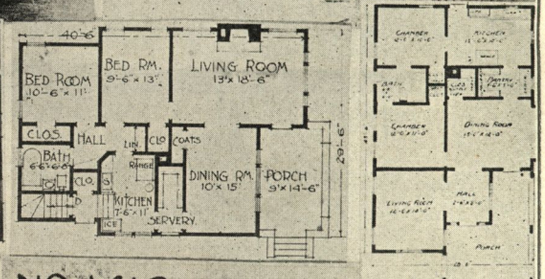

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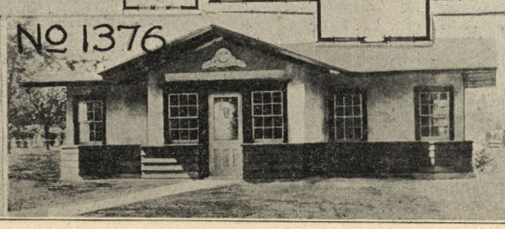
No 1376



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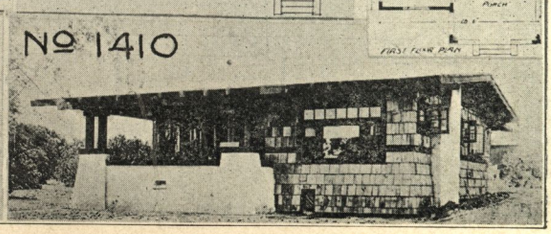
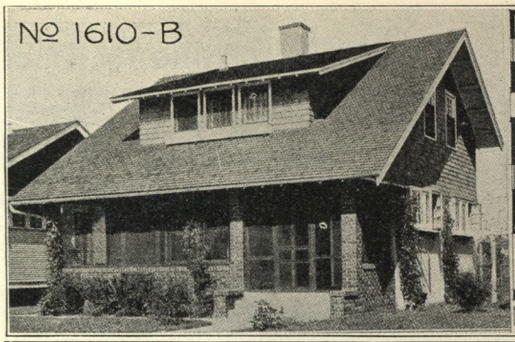
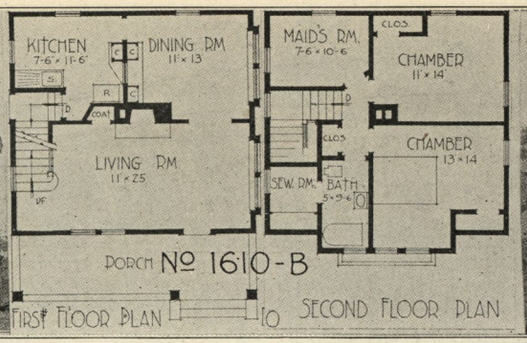


FOR PRICES OF PLANS SEE PAGE 17, PLATE 61

PLATE 81

No 1610-B





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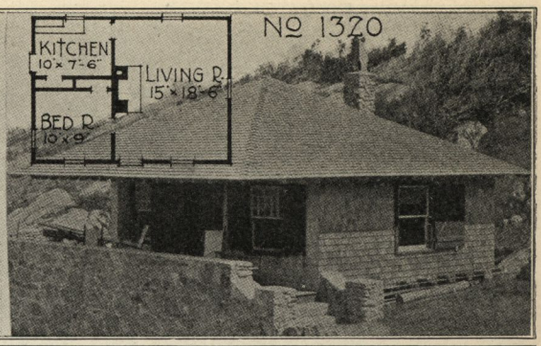

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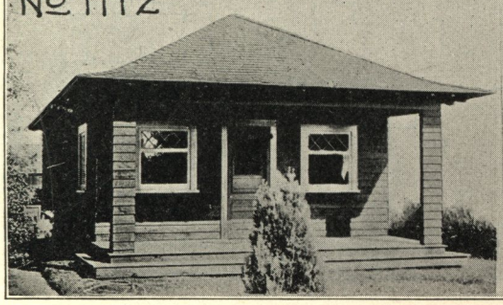

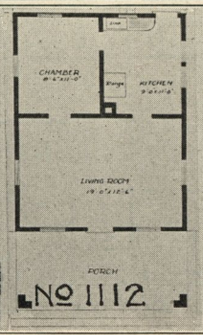

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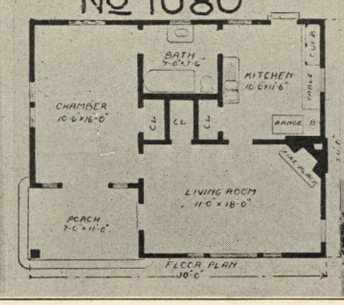

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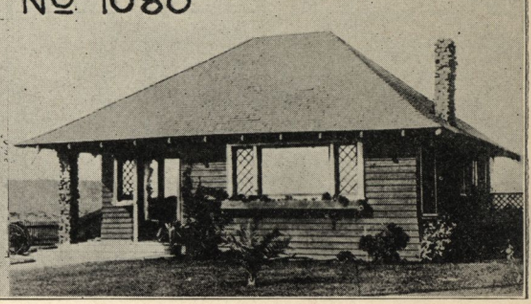
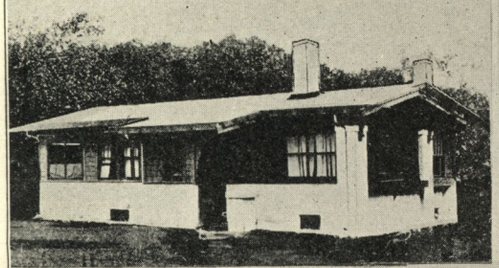
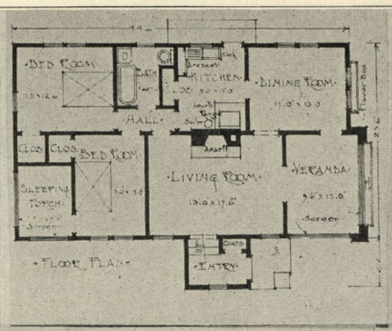
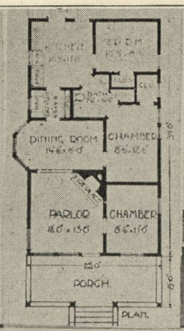


PLATE 82

No 1322







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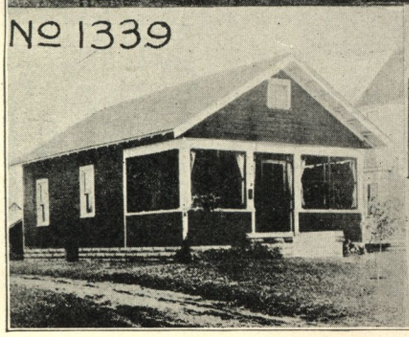

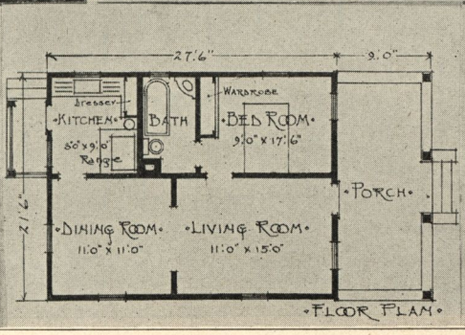

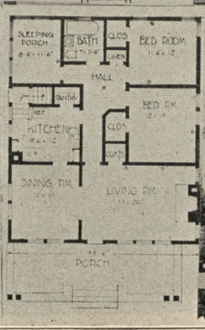

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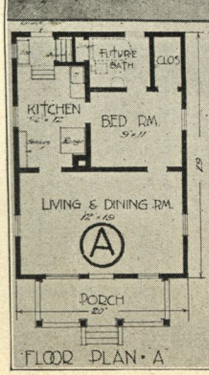
PLATE 83

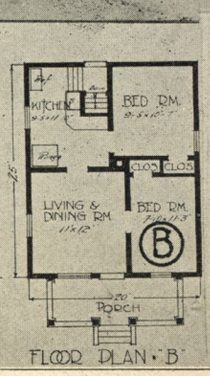
No 1700

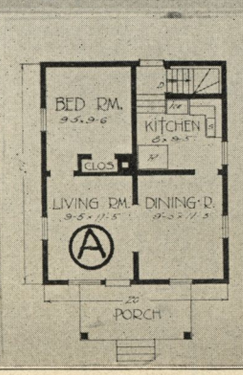
No 1706

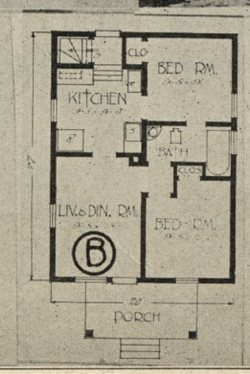
No 1709

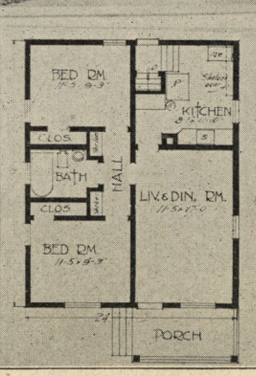
No 1704











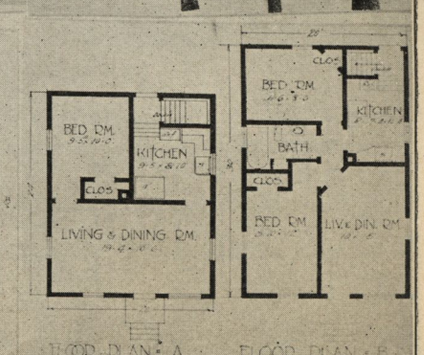


PLATE 84

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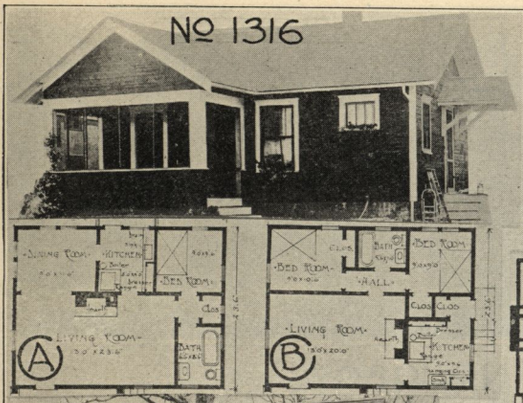

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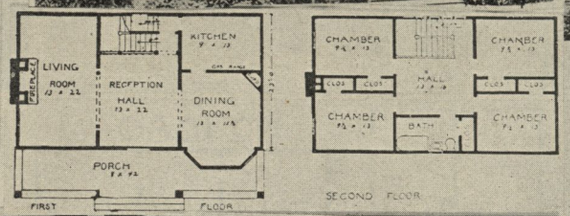

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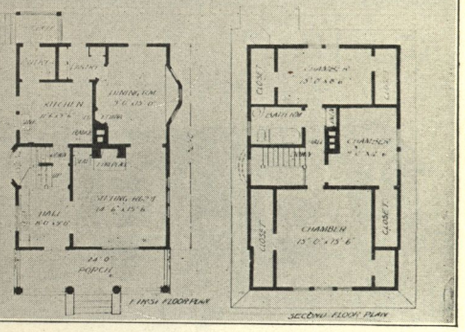
No 1106



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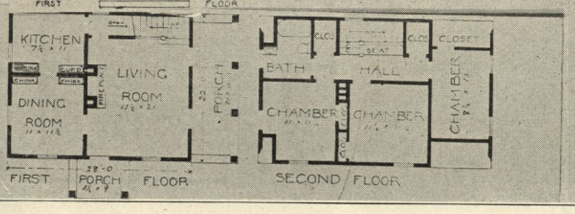

PLATE 85

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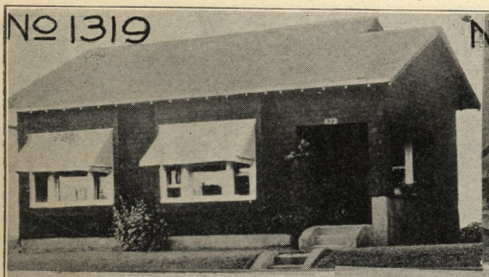

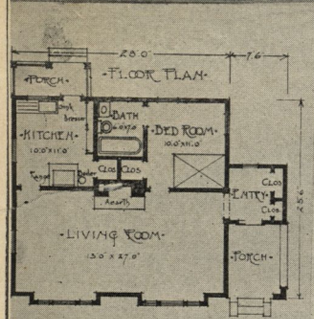

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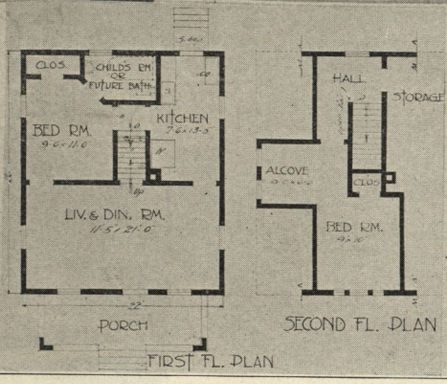

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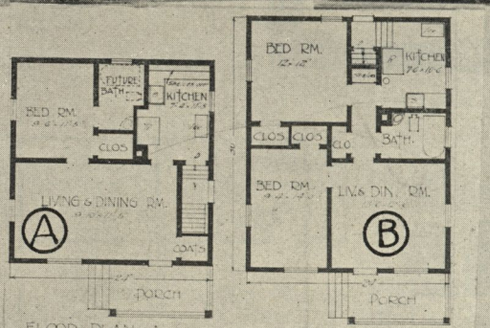

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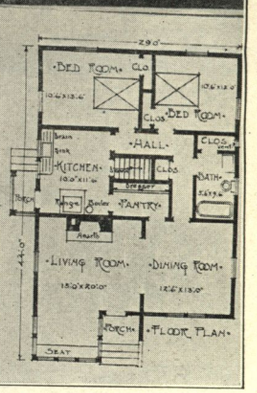

PLATE 86

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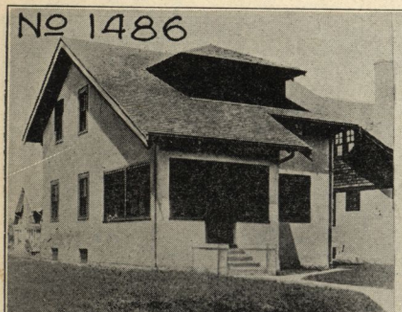

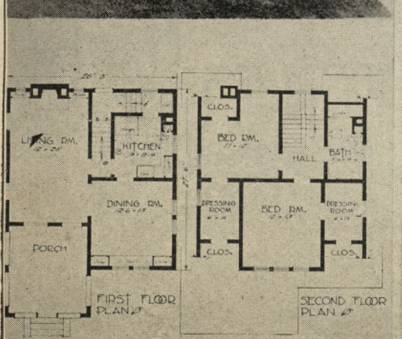

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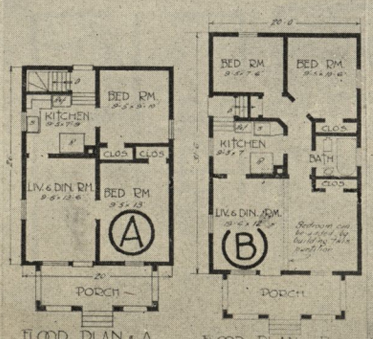

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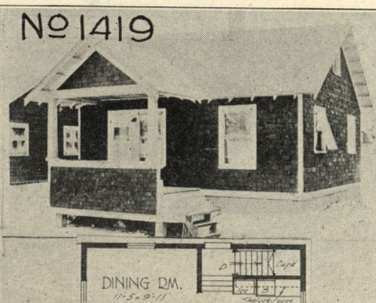

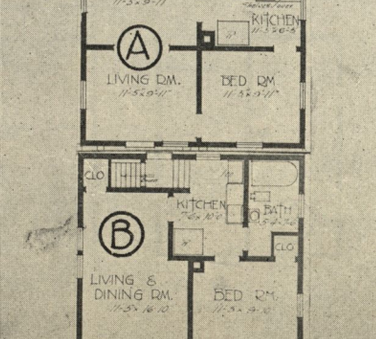

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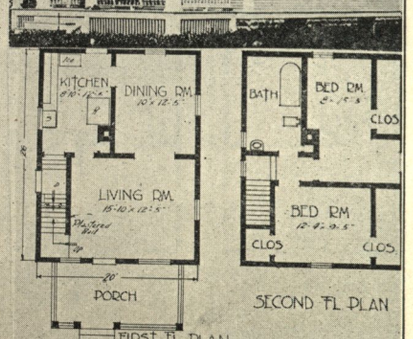

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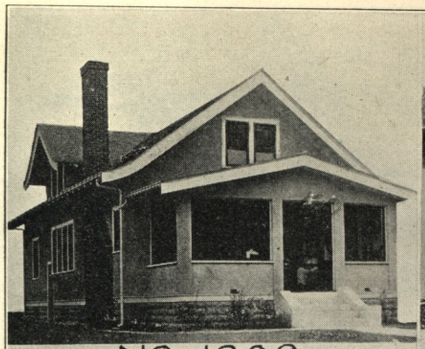
PLATE 87



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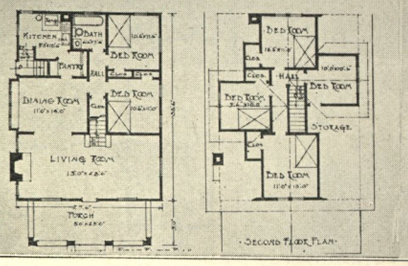

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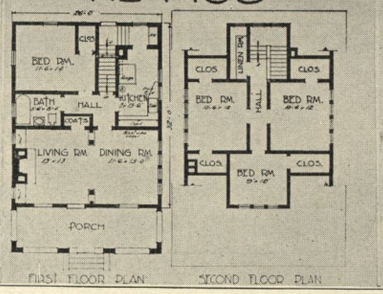

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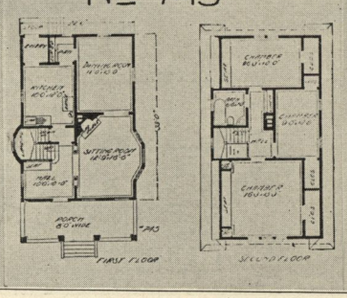

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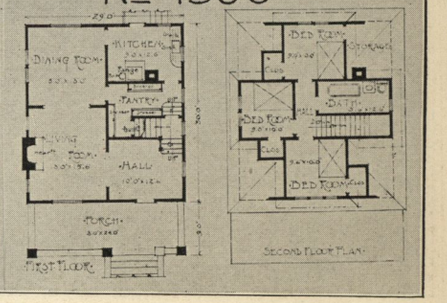

PLATE 88

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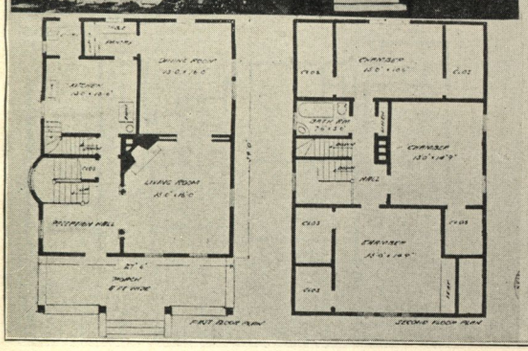

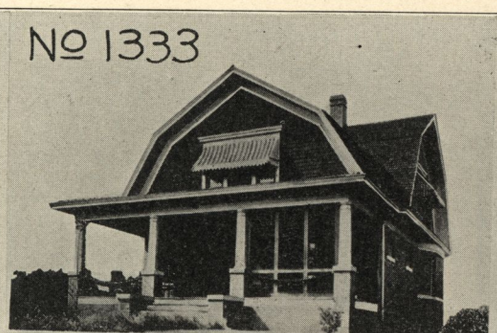

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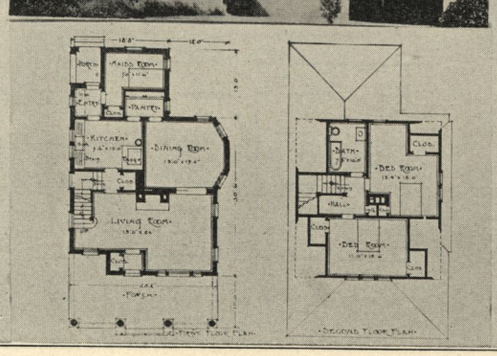

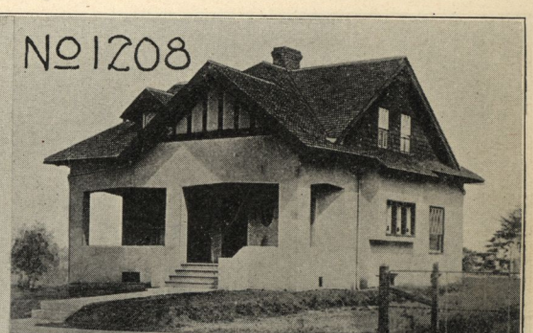

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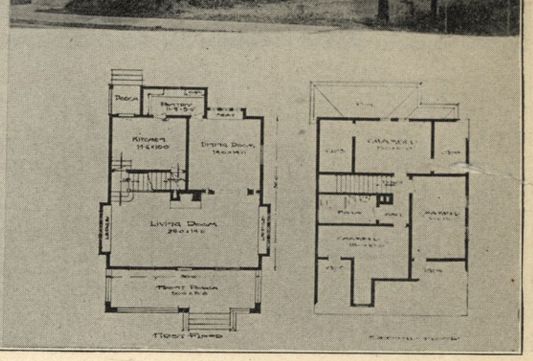

PLATE 89

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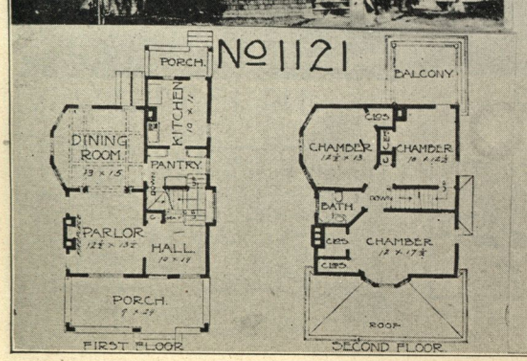

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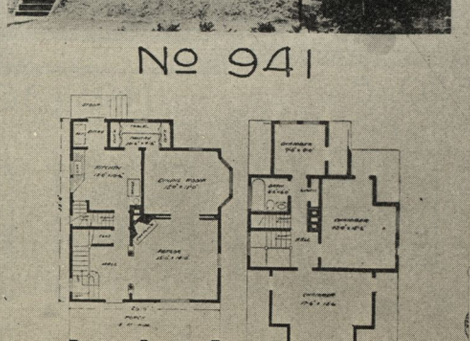

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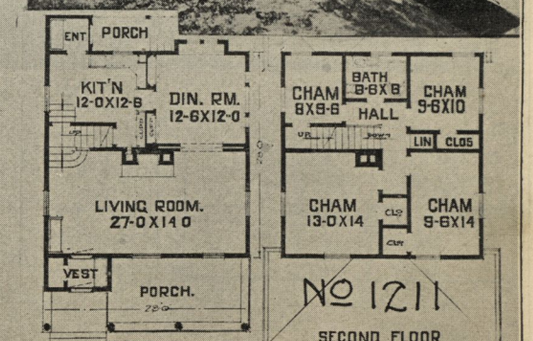

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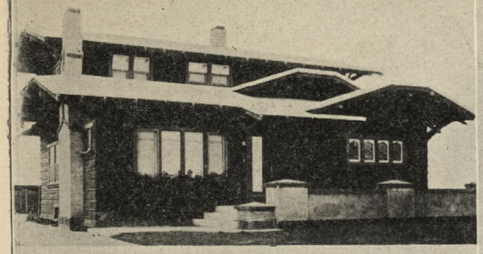
PLATE 90



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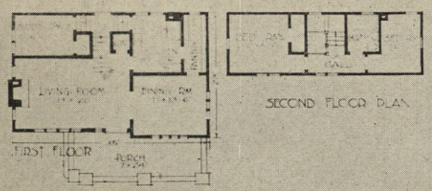
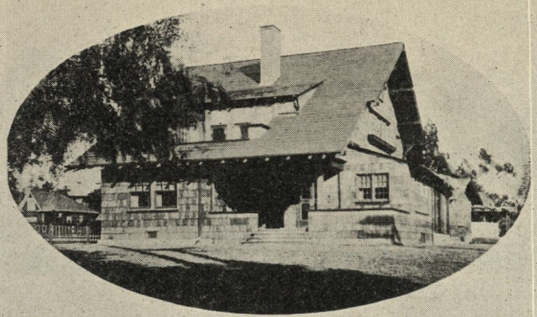
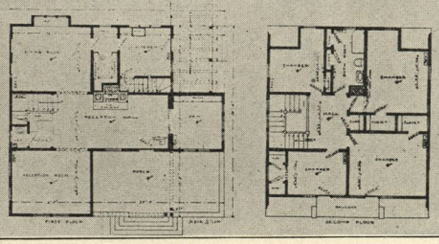
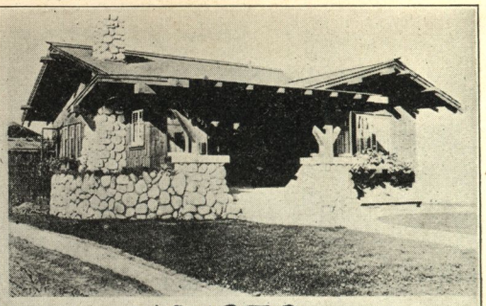




No 1325-B





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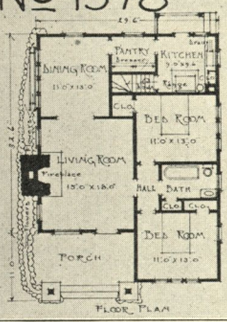

PLATE 91

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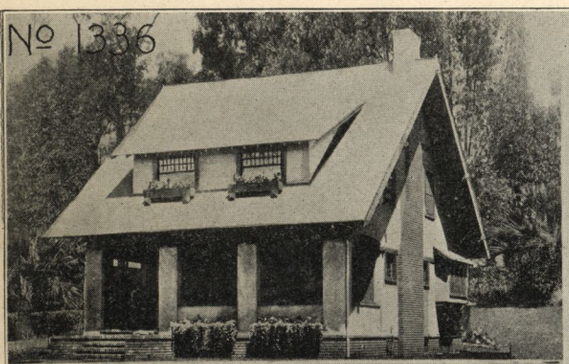

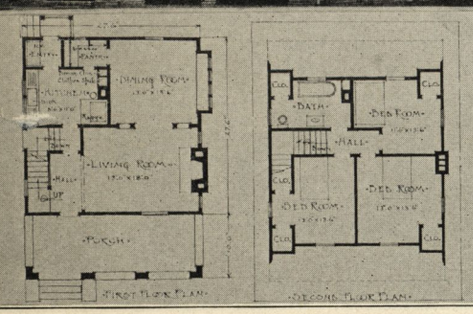

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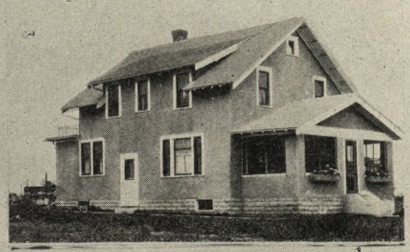

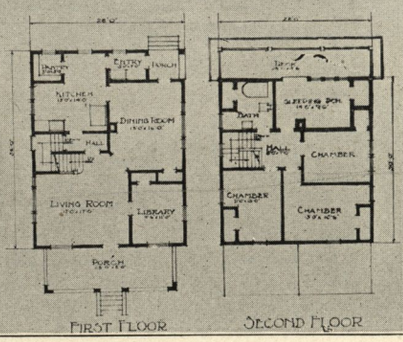

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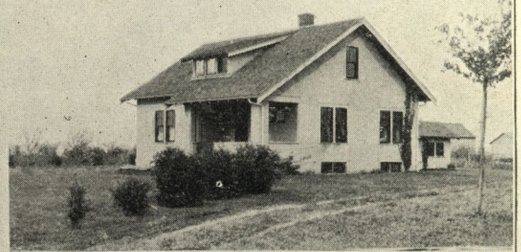


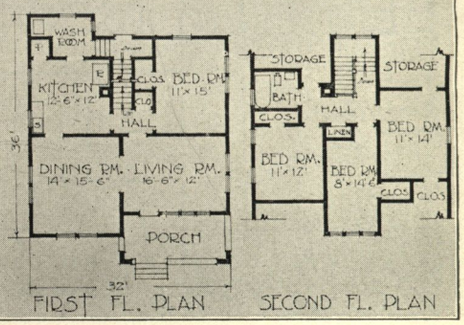
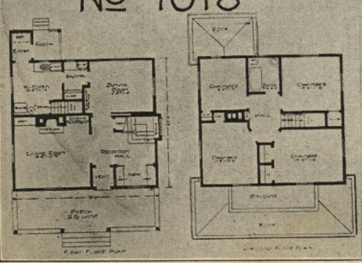


PLATE 92

No 1018



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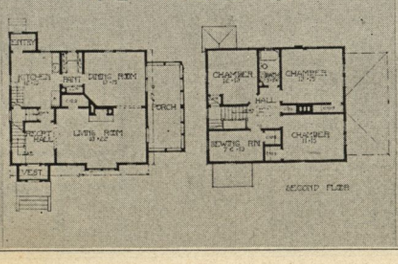

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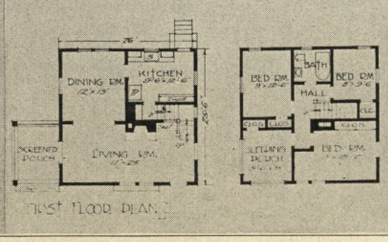

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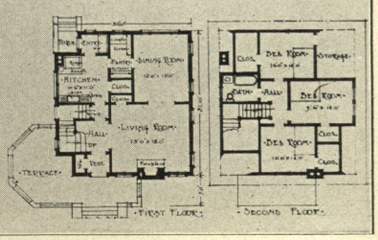

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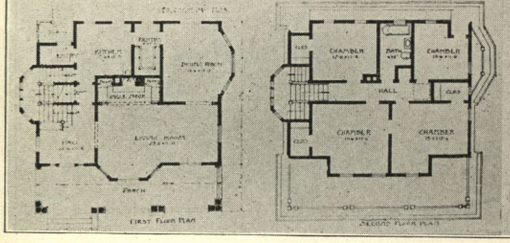
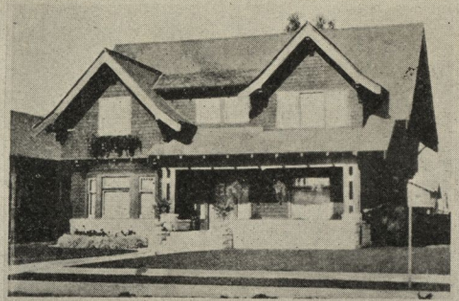
PLATE 93

No 1123





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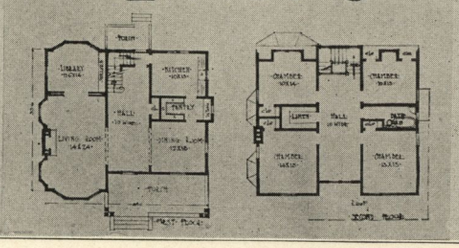


DESIGN ~ No 164.

No 164

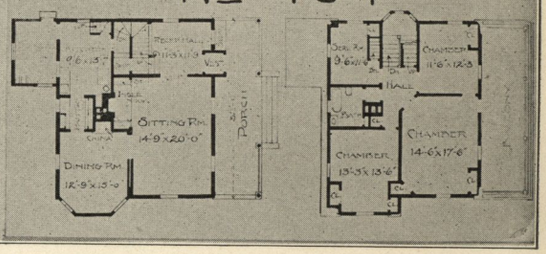
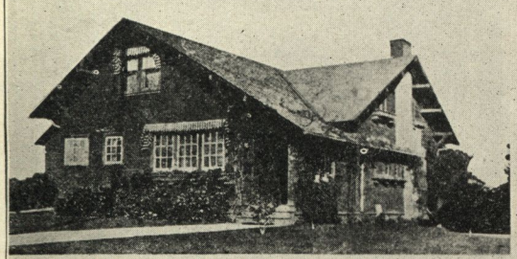


PLATE 94



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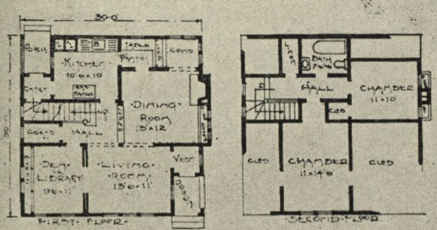

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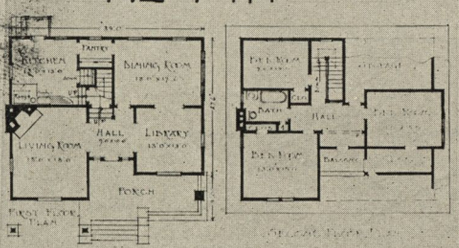

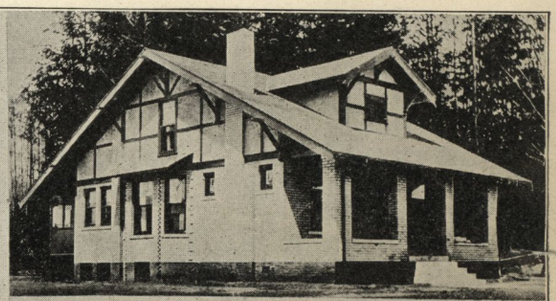

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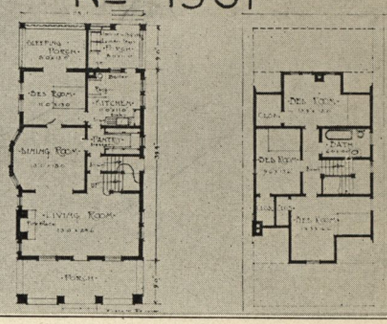
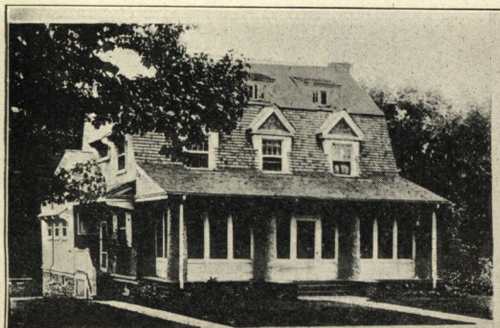


PLATE 95



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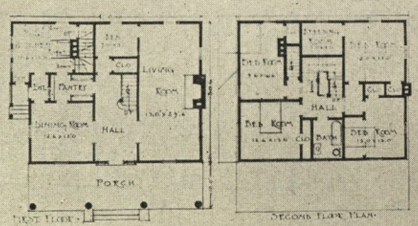

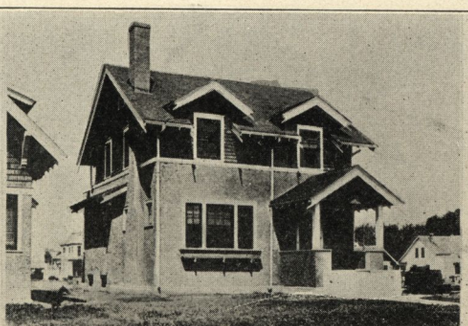

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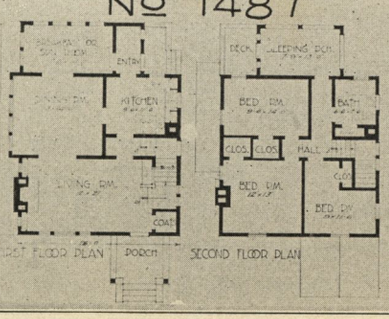

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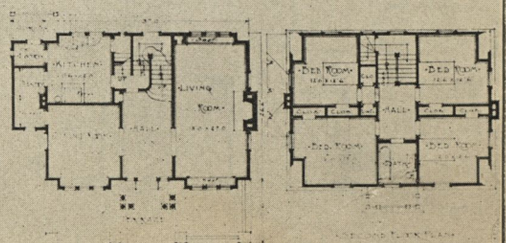

PLATE 96

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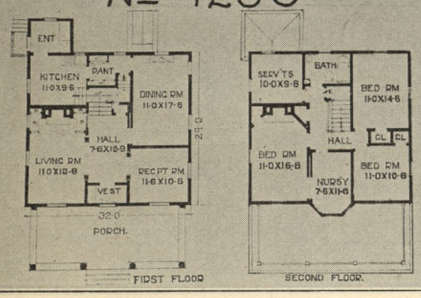

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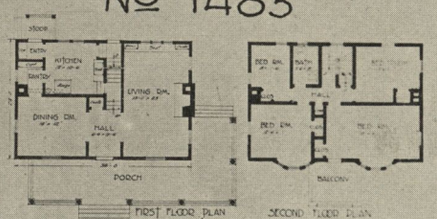

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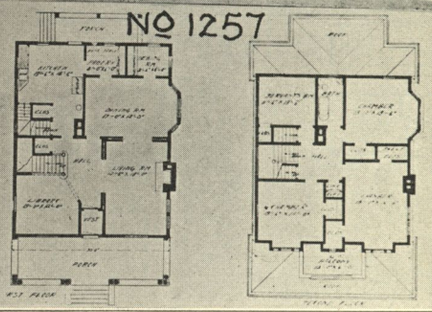
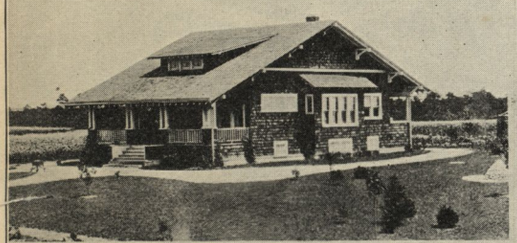


PLATE 97



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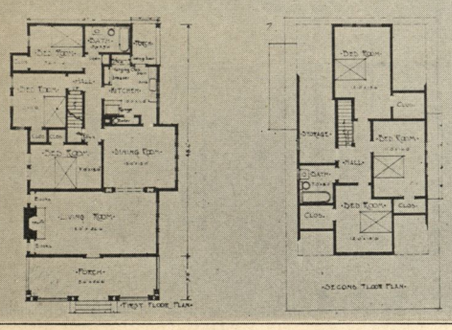

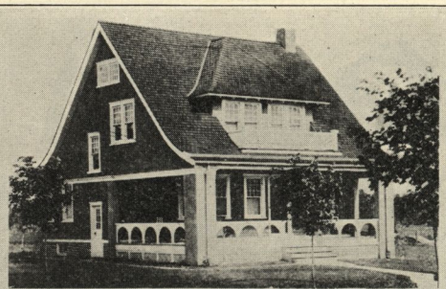

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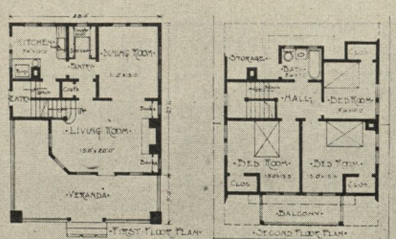

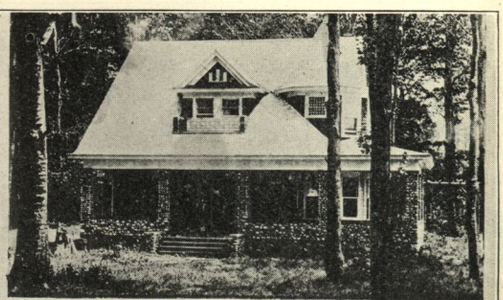

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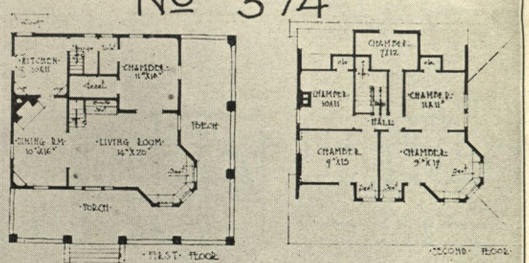
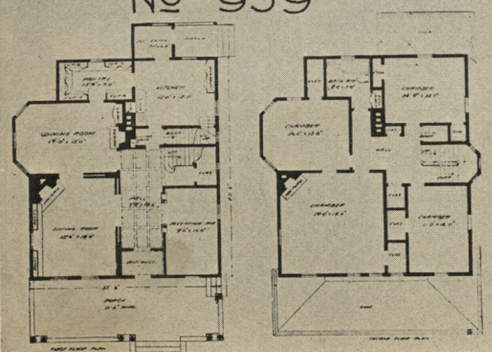


PLATE 98

No 939



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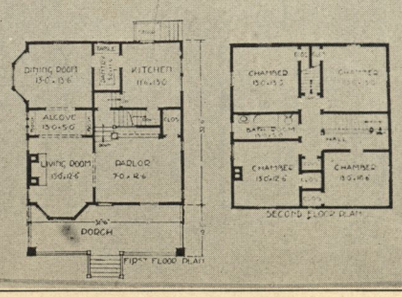

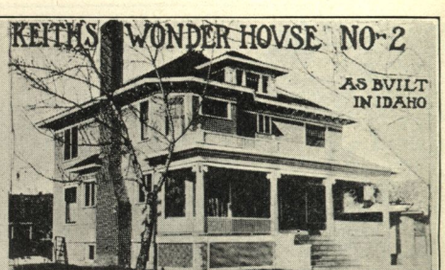

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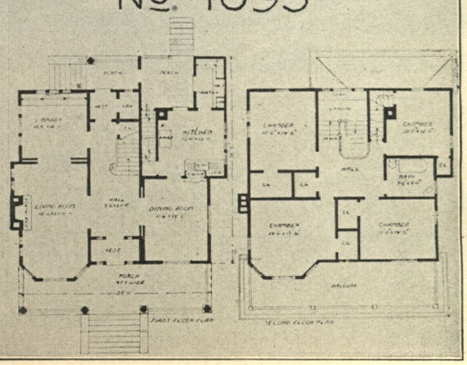

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APPLES OF GOLD IN FLAGONS OF SILVER.

By H. J. K.

Apples of gold in flagons of silver is what Solomon called "words fitly spoken." Is it too much to say of truths which vitally concern one about to build a home?

The modern home of moderate cost is one of the most difficult problems that confronts the architect of today, since he must produce for a modest expenditure a design which will embody the numberless comforts and conveniences, heretofore only dreamed of by the rich. This result can only be achieved by long study and through a natural genius in construction and design.

If you are to build a modest home, it is all the more important that you have the help of an experienced architect. If you try to save his fee, it will surely cost you more money in the end and you will have very unsatisfactory results. It is of more consequence to the builder of a cottage home that it should be economically constructed than to the builder of a $10,000 mansion. The difference between a good floor plan and a poor one may make the difference of several tons of coal in the winter's fuel, a saving of many steps for the busy housewife and a lessening of the work of housekeeping. A kitchen may be so planned that all the labor saving conveniences and helps to the housekeeper are possible or impossible.

Part of an architect's business is to make housekeeping easy and economical. Beauty is also important. Nothing attracts more than an artistic house. It costs no more money than an ugly one. But you must know how. It is the thought that is put into the construction that saves the money. It is the knowledge of design that enables the architect to form a simple yet refined detail. A cozy ingle-nook, a dainty oriel window, render a home doubly attractive and should you wish to dispose of your property, a practical and attractive design will frequently double its value.

Years of special study along these lines have enabled the really capable architect to economically plan and artistically design moderate cost homes, perfect in every detail and so recognized by the public. He makes special effort to interpret and render practical the original ideas of his clients, expressing their individuality and giving to the design the artistc touch, for when the client and architect are in accord, the results are noble and true.

The interpretation, correct architectural expression and the rendering practical in every way of one's own original ideas so that the home will be a distinct success in every detail, and truthfully express your personality, is a matter of the very greatest importance to the architect as well as his client.

Shakespeare says: "There is no art to find the mind's construction in the face."

But

"The dwelling a man builds, reveals his personality and through its halls and porticos, runs the story of his life."

Now if the problem be given proper consideration, it means time, and time is money. For this reason a capable man cannot afford to make free sketches, for if a thing is worth doing at all, it is worth doing well. He has no "cheap time" at his disposal, for as a rule, "cheap time" is a sure indication of incapacity, meaning a waste and misuse of your building funds far in excess of the difference in cost to you between competent and incompetent services, to say nothing of the results attained from an artistic point of view.

Consequently, he will demand a retaining fee as an evidence of good faith and he is entitled to it. True, you can sometimes get free service or what purports to be, but it is almost invariably far removed from that. One always finds this true, before the work is finished.

By all means, then, employ competent assistance, a specialist, if possible, for he can serve you far better and you will save money in the end. You want your new home to be a successful home. The first step is to secure the best assistance obtainable, but in doing this select the man in whom you have confidence and then let him render to you that for which you pay him; his ideas and technical knowledge. Do not hamper him with a multitude of impossible instructions. The fact that you give them does not make them possible, and often the architect will pass them over in silence rather than endure an hour's argument and take the risk of your thinking he is "cranky" or has ulterior motives. In other words do not "hire a lawyer and then try the case yourself."

These words of counsel and advice are from the layman with experience. Heed them! They will be found truly "Apples of Gold in Flagons of Silver."